

National[★] CLEANER AND DYER

First in the Drycleaning Industry Since 1910

A REUBEN H. DONNELLEY PUBLICATION

MAY • 1959



Storybook dolls
boost real-life sales
of cotton sizing
..... see page 26



Overseas winners of Spotting Quiz announced
..... see page 34

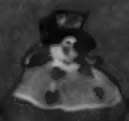
Good solvent maintenance means more profits
..... see page 58

Read how to finish the new balloon dresses
..... see page 78

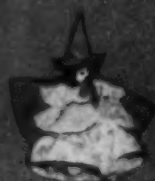
Story Book DOLLS



"Cinderella"



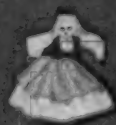
Hearts



"Old Mother Swan"



"Jill"



"Goldie Locks"



"Heidi"

*dust and lint in your solvent
can clog filter screens*

—use

HYFLO

—it protects screens,

keeps pressures low

A proper precoat of HYFLO* will prevent dust, lint and all other insoluble impurities from clogging your filter screen or cloth. This simplifies cleaning later. And by adding HYFLO regularly, you prevent rapid pressure build-ups, and get clean solvent for many loads.

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ALL STODDARD SPECIFICATIONS!

- **EVAPORATION** Over twice as fast as regular Stoddard solvent
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Cleaners everywhere are turning to new Espesol DriRex, the solvent that gives them "3-ways superior" performance—extremely low odor, super-fast evaporation, and high flash point! Yes, DriRex exceeds Stoddard specifications *in all ways!* Ask your solvent distributor today how DriRex can help increase your profits—give you better satisfied customers.

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Eastern States Petroleum and Chemical Corporation
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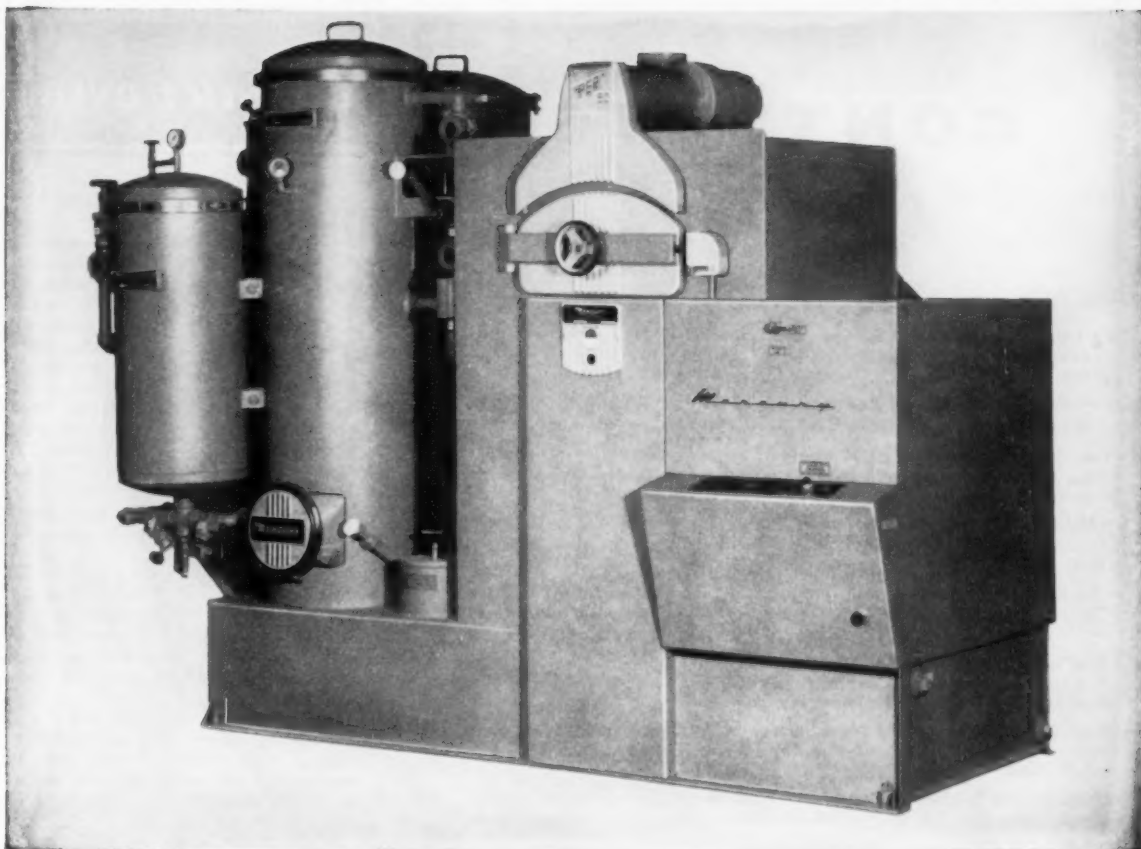
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Per 50 pictured above is fully automatic, with dry load capacity of 45-50 lbs. per load . . . \$2000 to \$2500 weekly volume.

New Clover Leaf Muck Stripper attached to 2000 GPH Monel Tubular Filter "valves away the muck" . . . reduces filter pressure for fast solvent flow. Eliminates chore of cleaning filter. Over 10,000 lbs. mileage per drum of Perc.

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Mercury solvent reclaiming tumblers, optional.

Petroleum units also available . . .
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MAY, 1959

The...National!
CLEANER & DYER

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MAIL CHANGES OF ADDRESS AND SUBSCRIPTION ORDERS TO:

The National Cleaner & Dyer, 305 East 45th Street, New York 17, New York. Change of address should reach us one month in advance.

Please include your city delivery zone number.

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Our Common Problem

I recently attended a conference of the Association of Business Publications and had the good fortune to hear an address by Lewis L. Strauss, U. S. Secretary of Commerce. What he had to say involves each and every one of us, and I owe it to you to convey his remarks.

He pointed out that we are on the threshold of the greatest—or most tragic—time in our country's history. The potential for good or evil is tremendous. The value of all goods and services, otherwise called Gross National Product, for 1958 was \$438 billion. This near record will be topped in 1959 by some \$30 billion.

There were 165 million people in the United States in 1955. Today there are 176 million. By 1965 the figure will be 195 million and by 1980 there will be nearly 260 million. Immediate prospects are exceedingly bright, and the same holds for the future.

But how much the gain will be in real terms depends upon our ability to maintain price stability. It boils down to whether we are using 100-cent dollars or 30-cent dollars or worse in terms of actual value.

If the richest nation on earth, in the richest year in its history, refuses to live within its income and pay its bills as it goes, when will it ever get out of the red? The time is now to apply common-sense caution.

The outcome will depend upon how wisely the Government and the people handle the temptation of inflation. What happened in post-World War I Germany can happen here. A small example: People there were paid daily and would run with their bushel basket of money to buy food because if they waited even a few hours, prices would be doubled.

It's easy for the automobile manufacturer, the steel worker, the drycleaner or the Government to ask for higher prices or more wages or greater taxes. But the compound effect is to accelerate inflation. And that hurts all of us, collectively. It is just the thing that Russia wants to see happen. We can defeat ourselves, and the Russians don't even have to lift a finger. The time has come to hold the line . . . NOW.—Art Schuelke

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Address the Editor:
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Over 6000 of America's leading drycleaning plants benefit from this ingenious process which employs 4% 886, a separate purified rinse and Street's Conductivity Control for automatic humidification.

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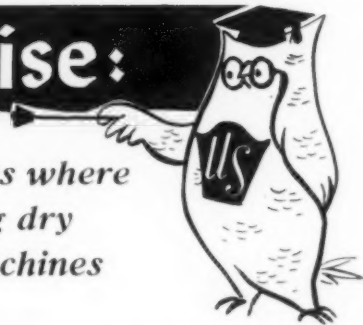


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a word to the wise:

This NEVER happens in the plants where thousands of happy, profit-making dry cleaners use U. S. Blind Stitch Machines for alterations and hems.



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**Dependable
Warco Products
Your Best Aids
to Better Textile
Maintenance**

**TEN-MINIT
BLEACH**

10 lb. jars
Case of 4 jars
5 lb. jars
Case of 6 jars



Makes whites whiter but retains the original softness and feel of the fabric. Takes 2 to 10 minutes in cold water. Most widely used bleaching compound on the market.

**ALL-COLOR
BLEACH**

10 lb. jars
Case of 4 jars
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Case of 6 jars



Ideal agent for bleaching color combinations. Brightens colors, whitens whites. Bleaches out annoying perspiration and other stains. Safe for all colors and fabrics.

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GREASE AND PAINT REMOVER**

At last, a grease and paint remover that really does the job. Completely soluble in cold water, G and P grease and paint remover whisks away paint, tar and oil deposits from fabrics and other materials in a flash. This remarkable new chemical is widely and effectively used by drycleaning and laundry plants from coast to coast.

Gallon cans
Case of 6 cans
30 gallon drums



**SILA-
HAND**

8 ounce jars. Case of 24 jars



An Industrial Hand Cream recommended for persons whose hands are often exposed to the injurious, harsh and damaging effects of solvents and chemicals. The high percentage of Silicone in Sila-Hand forms a protective coating against the penetration of strong chemicals. Sila-Hand also contains Lanolin which helps restore the natural body oils to rough, dried-out hands. Sila-Hand is new and original.

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BREAK**

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Removes oxidized oils, grease, butter, fats, syrups, beverages, etc. Effective in removing up to 95% of all stains. Often self-sufficient without use of other spotting agents.

**SCRAM
BLOOD**

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Case of 4 bottles



The instant blood removing agent. Recognized as the best, Scram Blood is ordered and re-ordered by drycleaners everywhere. Compare it with anything of its kind.

ORDER FROM YOUR JOBBER TODAY



**SEND FOR OUR
FULL LINE BROCHURE**



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**Write direct for
FREE SPOTTING CHART**

NEW PRODUCTS

AND LITERATURE

Adco Hot-Spray Spotting



A new spotting method which combines the Steam-Spot hot spray spotter with a new steam spotting gun has been developed by Adco, Inc.

Adco has developed a spray gun that places the spray spotter directly on the soiled area after heating it with steam in the head of the gun. This system is said to eliminate fogging and unpleasant odors and to be as safe as steam alone.

The maker adds that this method will almost eliminate wetcleaning and use of digesters, thus speeding up workflow.

Adco is offering the new gun free with the purchase of 5 gallons of Steam-Spot. The stainless-steel spotting gun has a "cool" handle, and clamps on to regular neoprene spray hoses. It attaches directly into the container where the spray spotter is mixed to avoid use of costly pressure spray tanks.

For further information write to Adco, Inc., Sedalia, Mo.

New Vertical Boiler

A new vertical, tubeless, oil-fired boiler, with ratings of 5 and 10 hp., has been introduced by the Columbia Boiler Company.

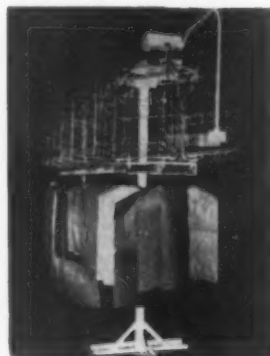
The boiler is bottom-fired and top-vented to eliminate the

danger of gas traps, the manufacturer states, adding that it is provided with refractory-type fire chamber to insure complete combustion and higher all-round efficiency.

The new Columbia entry is assembled, piped, wired and fire-tested at the factory and is said to be more easily accessible for inspection and cleaning than previous models. No stack is required, notes Columbia, and simplicity of service and operation is achieved by use of conventional fuel burning equipment and controls as well as McDonald-Miller low-water cutoff.

For additional information write Columbia Boiler Co., Pottstown, Pa.

Combination Conveyor



A combined laundry and drycleaning conveyor, the Over-And-Under Speed-O-Veyor, is the newest addition to the family of conveyors manufactured by The Speed Check Co., Inc.

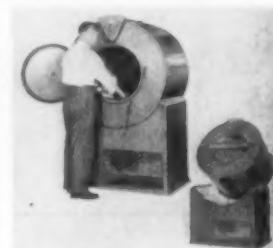
The conveyor is said to be ruggedly built with 3-inch diameter posts and large, heavy bases to eliminate vibration and sway. The maker adds that the rapid speed of the conveyor eliminates friction between garment bags.

Other features of the Over-And-Under unit are large laundry baskets 22 inches wide, and removable, adjustable shelves to accommodate both flatwork and shirt laundry bundles. The conveyor is available in sizes from 17 to 32 feet. Push-button controls are standard equipment and automatic dial is optional.

For additional information write to The Speed Check Co.,

Inc., P. O. Box 6131, Sta. H, 542 Courtland St., N.E., Atlanta 8, Ga.

Save-O-Solv Tumbler



A new solvent recovery tumbler, designed to assure maximum recovery of perchlorethylene, has been developed by Huebsch Originators.

The tumbler, named Save-O-Solv, has a top shell that tilts back, leaving the interior of the machine completely exposed. The lint screen, coils and rest of the interior can then be cleaned in a matter of seconds, according to the company.

Other features include automatic timing and signals, automatic shut-off of water when the machine is not in use, and an optional aeration device which automatically aerates and deodorizes at the end of a drying cycle. The machine has a capacity of 40-50 pounds, dry weight. The cylinder size is 42 by 24 inches.

For additional information write Huebsch Originators, 3775 N. Holton St., Milwaukee, Wis.

New Adjusta-Form Model



The Wichita Precision Tool Company announces the development of the Adjusta-Form

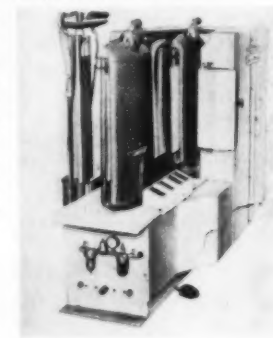
Model A-3 Fashioner, which the company claims is the first all-purpose steam-air finisher to handle such a wide variety of garments successfully.

A remote electrical push-button recycling switch has been included as standard equipment and can be placed on either side of the machine for operator convenience. The cycle can be started with a touch of the toe or, with the switch on a nearby table, by a touch of the finger.

There is a choice of steam followed by air, or steam and air together, and air volume can be controlled with a knob for any type of fabric. The company notes that the wrap-around air treadle allows instant shaping of the bag with just a press of the toe pedal. The pull-out clamps are foam-rubber-cushioned with adjustable tension and are easily removed and interchangeable.

For more information write Wichita Precision Tool Company, Inc., 450 N. Seneca, Wichita, Kans.

Unipress Shirt Unit



A new double-buck body, bosom and yoke finishing press for shirts, the Unipress Twin-O-Matic, has been announced by Ira C. Maxwell, president of the Unipress Company.

The high-speed unit, he says, offers speedier transfer of the loaded buck into the pressing zone, and bucks have a new form for better finishing with more operator convenience. Mr. Maxwell points out that the buck transfer is simplified, uses fewer moving parts, and is extremely rugged for long continuous service. Faster lays and speedier transfer help retain

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

Hit of the N.I.D. Convention!

VIC Presents the new model 128 Mileage Booster*

VAPOR ADSORBER

TO START AT
\$1095⁰⁰



Smaller! Installs almost anywhere!

Brand new, the Vic Model 128 MILEAGE BOOSTER (Vapor Adsorber) is designed and built to operate with the same efficiency as larger Vic MILEAGE BOOSTERS—but is smaller in size—costs far less! So compact it can be installed almost anywhere, the Model 128 brings huge savings to the drycleaner, and improves plant morale by eliminating vapor odors. Write today for complete details and specifications on the compact new low-priced Vic Model 128 MILEAGE BOOSTER! DEPT. NM-120

If you care—you'll compare and buy



MANUFACTURING COMPANY
1313 Hawthorne Ave. • Minneapolis 3, Minn.

TREMENDOUS SAVINGS...
quickly pays for itself!



Easily installed—can be mounted on ceiling, above existing equipment. Compact design—passes through 20" opening.

COMPACT—SELF CONTAINED...



Completely self-contained—can be ceiling mounted. Takes little space—may be located on the floor, in a corner, in the basement—or anywhere space permits!

PROVED IN THE FIELD!

Proven dependability and performance with years of actual operation in hundreds of dry cleaning plants. Only Vic manufactures such a wide-range of sizes of field-tested Mileage Boosters (Vapor Adsorber)—a size for every plant! Others may try to duplicate the Mileage Booster—but no one can match Vic's years of "know-how" and experience with vapor-adsorption equipment.

*PROTECTED BY ONE OR MORE OF THE FOLLOWING PATENTS: Pat. No. 2,480,320; 2,772,747; 2,760,594. Canadian Pat. No. 470,065 and other Patents applied for in U.S. and Foreign Countries.

original shirt moisture for better finishing results.

The Twin-O-Matic is designed to fit into either two- or three-operator shirt finishing units, and automatic timing can be set for from 170 to 225 shirts per hour. Operator buttons have been placed on a slant for greater convenience and elimination of stooping.

Additional information may be obtained by writing to Uni-press Company, 2800 Lyndale Ave. S., Minneapolis 8, Minn.

Introducing Cindy Lou



A finishing machine that rolls sleeves and finishes sweaters, blouses and dress tops, has been introduced by United Brass Works, Inc. The unit, named the Cindy Lou, is said to be the only finishing machine of its type on the market.

E. J. Berkelhammer, United sales manager, says the Cindy Lou eliminates pressed-down, hard finish, and there is no chance of shine or stretch regardless of fabric. He claims the Cindy Lou can finish a sweater in only 15 seconds, or an operator can roll two sleeves in less time than one can be done on other machines. The Cindy Lou also automatically puffs the shoulder in the same operation.

For further information write United Brass Works, Inc., Randleman, N. C.

Miller's New Promotion

A complete advertising program for the drycleaning industry is now available after months of planning by the Louis Miller Company, it was announced by Mr. Miller.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

The program, designed to be within the reach of every drycleaning establishment, consists of several types of promotions, including colorful lithographed sheets that can be mailed, used as counter giveaways, passed out by drivers or enclosed in packages. Subject matter concerns drapery cleaning, spring cleaning, wash-and-wear, casual and sports wear, back to school, fall clothes, fall home furnishings, holiday and party clothes and others.

According to the Miller Company, a complete advertising and promotional service, including "mailers of the month," envelope inserts, hanger streamers, newspaper mats, etc., is now being developed.

Additional information and samples may be obtained by writing the Louis Miller Company, 405 E. Market St., Akron 4, Ohio.

Signal Offers New Sizing



Signal Chemical Manufacturing Co. has introduced new Beauty-Tex dry sizing with Dex, the bacteriostatic additive designed to protect clothing from perspiration odor between cleanings.

Signal claims that Beauty-Tex, in addition to protection against perspiration, offers a safeguard against bacteria which cause mildew and mold. The company points out that this is particularly timely since most sizing is done on cotton and synthetic fabrics which are worn during the hot summer months.

Beauty-Tex, says the maker, will add new feel, drape and body to garments and restore original luster. It is a dry, concentrated texturizing applied in the wheel, dip tank, by the spray or bath method, and never leaves a harsh or stiff "hand," according to Signal.

Signal Chemical offers a complete merchandising kit of newspaper mats, direct mail

layouts, decals, window streamers and hang tags. For a free Beauty-Tex dry sizing booklet, write Signal Chemical Mfg. Co., 5020 Richmond Rd., Bedford, Ohio.

New For-Sec Unit



A new drycleaning machine and a solvent servicing unit designed to supplant separate filters, stills and muck cookers, have been announced by H. Don Forse, president of Forse Corporation.

Mr. Forse stated that the high-frequency agitating action of the new For-Sec washer is over 50 percent greater than tumbler-type machines. He explained that garments are completely submerged in the cleaning solvent throughout the entire washing process, increasing soil removal action by 40 percent. The 800 r.p.m. extractor speed is said to result in high solvent savings and faster drying.

The maker notes that the For-Sec filter also distills and muck-cooks without solvent transfer, eliminating wet sludge handling. The action during muck cooking saves 75 percent of the cooking time.

For more information write Forse Corporation, P. O. Box 639, Anderson, Ind.

Spotting Gun Improved



An improved version of the Pre-Spotting Moisture Control Gun has been announced by The Newhouse Specialty Co., Inc.

The company points out that all tubing is now of stainless steel and the large sure-grip handle is nonbreakable. The gun comes equipped with interchangeable nozzle and brush, as well as suction hose and check valve. It is also said to be easily adaptable to any spotting board.

E. J. Newhouse, president of

the company, notes that the gun may be used for sizing and waterproofing as well as spotting. It preheats chemicals for double cleaning action, he adds. The gun is also sold in combination with a complete pre-spotting unit consisting of steam valve and foot pedal with connecting chain.

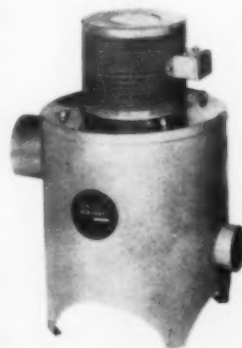
New Frontier Perc

The marketing of perchlorethylene on a national basis has been announced by Frontier Chemical Company, Division of Vulcan Materials Company.

The Frontier perchlorethylene will be marketed in two grades—the drycleaning grade under the registered trade name of Per Sec, and the industrial grade. The maker notes that drums, truck trailers and tank cars used in shipping both the Per Sec and industrial grade are specially lined to avoid contamination.

For additional information write Frontier Chemical Company, Division, Vulcan Materials Company, P. O. Drawer 155, Birmingham 2, Ala.

Excelsior Vacuum Unit



W. B. Caplan, president of Excelsior Machinery Co., has announced acquisition of exclusive national distribution rights to the new Little Giant Air-Vac units.

Said to be the first major improvement in air-vacuum units in more than a decade, Little Giant is less than half the size of conventional units, yet draws over twice the vacuum per press. It is 11 inches in diameter and 18½ inches high.

Mr. Caplan pointed out that by delivering improved vacuum, the unit will give faster drying with more pieces of finished work per operator and better, easier pleating.

The Little Giant is engi-

Continued on page 112

SHELL SOL 360 and 36

designed exclusively for dry cleaners

low odor...low cost...reduced tumbler time

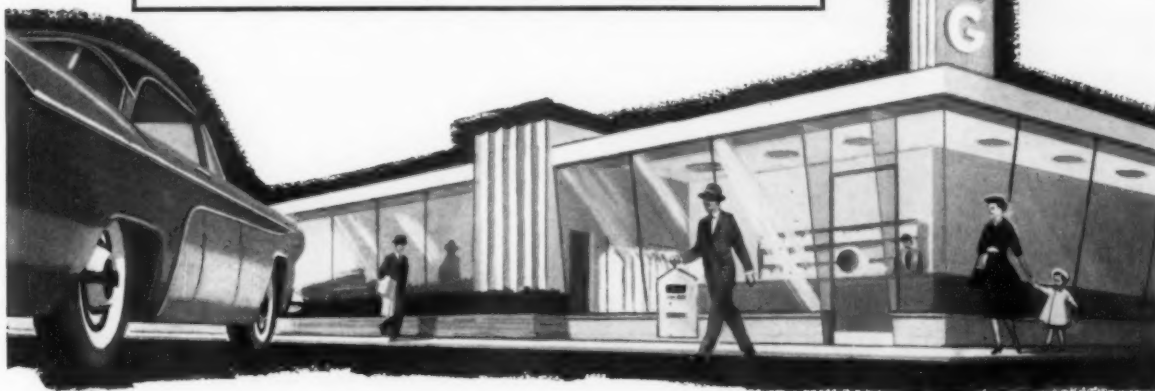
1. Cut tumbling time up to 50%.
2. Avoid adverse effects of high tumbler temperature without sacrificing production.
3. Eliminate residual odor problems.
4. Meet all Stoddard Solvent specifications.

Approved by the National Institute of Dry Cleaning
and Underwriters Re-Examination Service.

OTHER DEPENDABLE SOLVENTS

SHELL SOL 105
Regular Stoddard Solvent

SHELL SOL 140 and 14
where 140° F. flash point is required



SHELL OIL COMPANY

50 WEST 50th STREET, NEW YORK 20, NEW YORK
100 BUSH STREET, SAN FRANCISCO 6, CALIFORNIA



summer sales sag?

This free
Diamond display
can give your
business a lift

You can boost sagging summer sales by telling your customers that dry cleaning still does the best job—even on so-called "wash-and-wear" fabrics. This colorful banner will do it quickly.

Hang it anywhere in your store—in windows or on walls. Size is 20 x 28", colors are summer bright and lively. It's the perfect attention-getter to help end wash-and-wear doldrums.

Get it free from your Diamond Distributor*. Or write Diamond Alkali Company, 300 Union Commerce Building, Cleveland 14, Ohio.



*and don't forget to ask for *Diamond Perchlorethylene*, the stabilized solvent that produces uniform high-quality results every time, keeping garments fresh and clean. It brings customers back, week after week.

 **Diamond Chemicals**

There's a Hidden Goldmine in Households

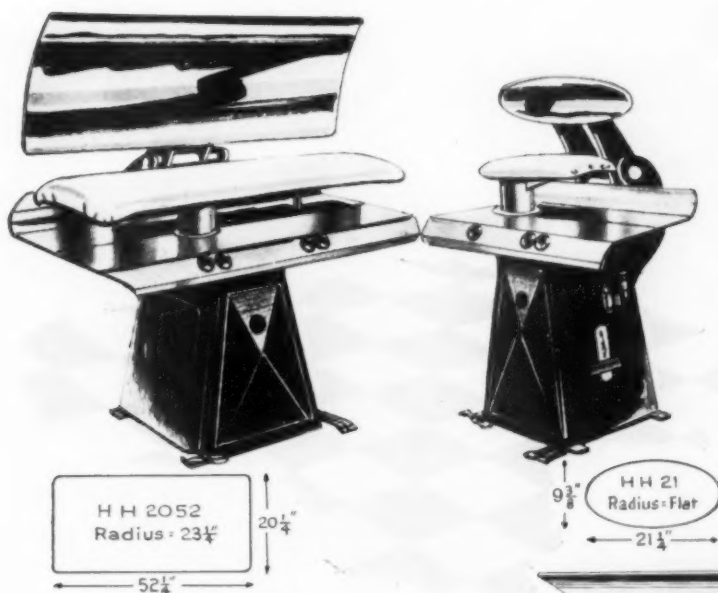
AJAX Household and Drapery Presses can create highly profitable new business for your plant.

AJAX... *"the Right Press for the Right Job"*

HOUSEHOLD FINISHING UNIT

MODEL HH21
& MODEL HH2052

A flexible one-operator unit for plants of all sizes. Equipped with hot heads, lower steam and vacuum, and dual air pressure controls. Hard-to-do household and drapery items are finished quickly and easily. Get your share of this growing field by supplying a fast quality service. Additional model sizes available on request

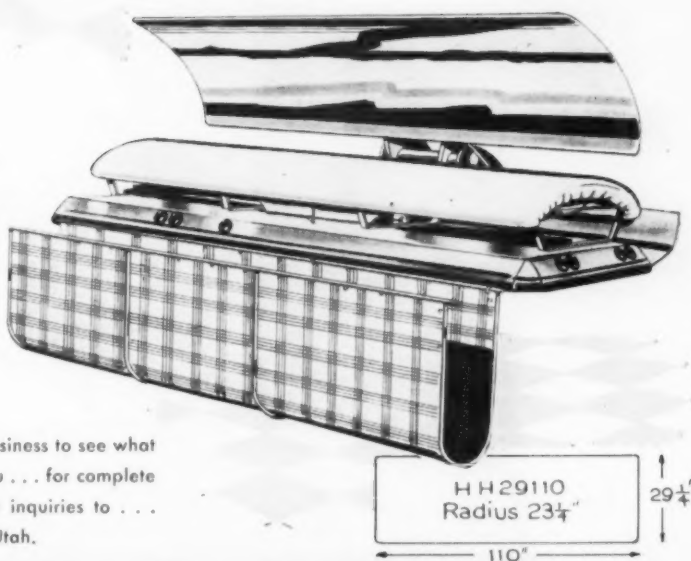


DRAPERY PRESS

MODEL HH 2990
OR HH 29110

A real workhorse which will finish all types and sizes of draperies. Huge buck area allows two operators to achieve tremendous production. It is equipped with hot heads, lower steam and vacuum, variable pressure and dual safety controls.

You'll Find it's just smart business to see what an AJAX Household Press can do for you . . . for complete and detailed information, address your inquiries to . . . AJAX Presses, Box 449, Salt Lake City, Utah.



Since 1929... The Leader in design

AJAX PRESSES
SALT LAKE CITY, UTAH

DON'T LET



SOLVENT STAIN LOSE CUSTOMERS!

When the belt that "stayed home" looks brighter than the "cleaned" dress—that's *solvent stain*. It's caused by colors and fatty acids which have been allowed to build up in your bath and redeposit on garments. Solvent stain causes dingy looking work—can lose you customers!

USE PREMIUM DARCO® DAILY

Keeps your bath clean • A dose of high-powered Premium DARCO every morning stops solvent stain, cleans out colors and non-volatiles. Saves soap and solvent . . . practically ends distillation. Cuts filter clean-out time and labor.

Super-activated Premium DARCO was developed especially for modern charged

soap systems by DARCO, leader in drycleaning solvent purification for over 35 years. Premium DARCO is particularly useful with the new, light-colored detergents which quickly show soil build-up. Easy, accurate and clean to use in the one-pound power pack. Order Premium DARCO from your nearby distributor . . . and use it every day.



- 1 Tear a clean piece of white rayon or cotton in half
 - 2 Run one piece through your washer
 - 3 Dry it, press and compare with the other piece
- If the "cleaned" half looks gray, that's solvent stain.
Call on Premium DARCO!

made by ATLAS POWDER COMPANY Wilmington 99, Delaware

BUSINESS BUILDERS

Planter Boxes Dramatize Progress



Planter boxes filled with greenery lend an impressive note to the branch stores operated by Corwin Cleaners, Des Moines, Iowa. Vines were entwined around copper poles added at the base of the planter box. Finished

garments are housed behind this section of the call office.

Wallpaper at one end of the store portrays a pleasant scene which is easily seen when customers enter the front door.

Distinctive Paneling Enhances Call Office



Biel's Cleaners in Fullerton, California, makes good use of the services of a local manufacturer of store fixtures. As a result Max Biel is assured of unusually attractive store outlets with certain distinctive features that are fast becoming a Biel's trademark.

Fixtures are all faced with what is referred to as etched plywood with

the grain painted black against a white background. Top surfaces are in Formica.

Tropical plants are displayed in planters recessed in low partitions just behind the counters. The plants are separated by corrugated glass panels set at 45 degree angles across the openings of these recessed plant-

ers. Garment support pipes on the counters are chrome-plated.

Personalized Matches

Many drycleaners wonder what they can give their customers for Christmas that is not too expensive. Joe Deason of Deason Cleaners, Amarillo, Texas, seems to have hit upon a happy solution by having the names of his steady customers imprinted on book matches and presenting them with a box before the holidays. It's inexpensive and a tasteful gift that is appreciated by his clientele.

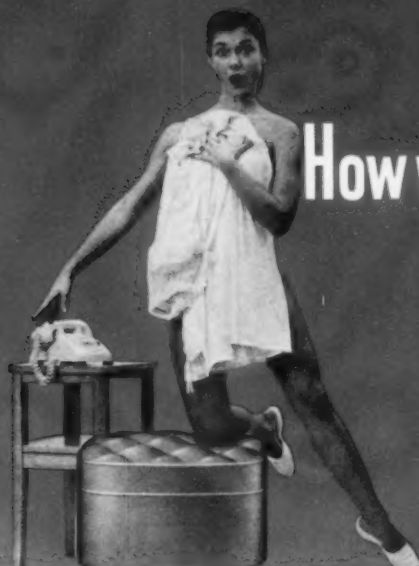
Good Public Relations



Tom Jones, a director of the California Drycleaners Association, makes good use of the new illuminated sign at his plant in Torrance, California. Tom has found the 4-by-9-foot area on both sides is just the thing to call attention to worth-while community projects such as the March of Dimes, Heart Fund, etc., as well as to list his plant's various services.

The easily changed letters on the white area make it possible to use the sign for a great many purposes. At the moment Tom is planning to use it not only as a means of promoting various civic endeavors but also for short laugh-provoking "gags" that will get people looking at his plant every day.

An idea of how the sign is used is shown by the lettering on it at the time this picture was taken. A new candy store had just been opened across the street in the little business section and everyone in the area was interested in seeing the owner get fast acceptance.



How would YOU solve Liz's PROBLEM?

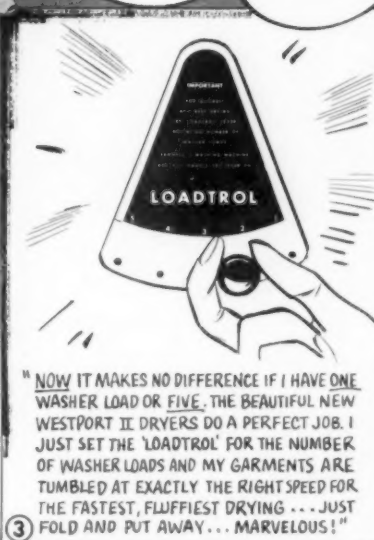
"I NEVER COULD TELL HOW MY CLOTHES WOULD COME OUT. WHEN I HAD A BIG WASH, THE GARMENTS DRIED NICELY, AND QUICK. BUT WHEN I HAD A SMALL LOAD, THE DRYING WAS SLOW, THE GARMENTS BADLY CREASED AND THEY HAD A BOARDY, HARSH FEELING."

①



"KITTY AND JANE RAVED ABOUT THIS NEW STORE AND ABOUT THE WONDERFUL WAY THEIR CLOTHES WERE DRIED. I DECIDED TO COME HERE, TOO."

②



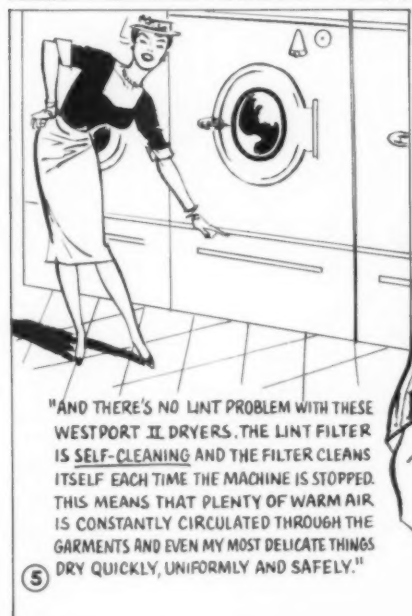
"NOW IT MAKES NO DIFFERENCE IF I HAVE ONE WASHER LOAD OR FIVE. THE BEAUTIFUL NEW WESTPORT II DRYERS DO A PERFECT JOB. I JUST SET THE 'LOADTROL' FOR THE NUMBER OF WASHER LOADS AND MY GARMENTS ARE TUMBLED AT EXACTLY THE RIGHT SPEED FOR THE FASTEST, FLUFFIEST DRYING... JUST FOLD AND PUT AWAY... MARVELOUS!"

③



"NO WONDER EVERYBODY FLOCKS TO THIS STORE. ONCE YOU'VE USED THE 'LOADTROL' YOU WOULDN'T BE SATISFIED WITH ANYTHING LESS MODERN. I'M WILD ABOUT 'LOADTROL' AND SO ARE MY NEIGHBORS."

④



"AND THERE'S NO LINT PROBLEM WITH THESE WESTPORT II DRYERS. THE LINT FILTER IS SELF-CLEANING AND THE FILTER CLEANS ITSELF EACH TIME THE MACHINE IS STOPPED. THIS MEANS THAT PLENTY OF WARM AIR IS CONSTANTLY CIRCULATED THROUGH THE GARMENTS AND EVEN MY MOST DELICATE THINGS DRY QUICKLY, UNIFORMLY AND SAFELY."

⑤



⑥

LIZ'S PROBLEM COULD HAVE BEEN SOLVED IN A NUMBER OF WAYS, BUT WE THINK WE SOLVED IT MOST ECONOMICALLY WITH THE WESTPORT II WHOSE FEATURES COST US OWNERS NOTHING EXTRA... GET THE WHOLE STORY ON THESE RUGGED, GAS-SAVING, TIME-SAVING DRYERS, COMPLETE WITH METER, AND ALL FEATURES INCLUDING "CONTROLLED TUMBLING."
(PATENT PENDING)

HOYT MANUFACTURING CORPORATION
Forge Road, Westport, Massachusetts

Please send me illustrated bulletin describing your Westport II Dryer with "Loadtrol."

Name.....
Company.....
Address.....
City..... State.....

HOYT

AUTOMATIC DRYERS, RECLAIMERS AND CHILLERS

"Flighty Perc's" Ex-Love... "Specials"!

"Oh boy!... lots of specials today."



"This is it. I'll just hide in the padding of this coat and wait my chance to escape. No tumbling in this short load."



"What goes? I am tumbling - must be a 'Loadtrol' on this d---d thing!"

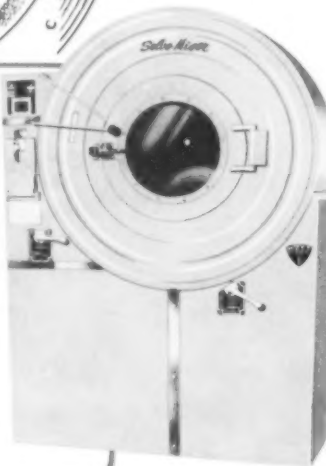


"I'm trapped. I'm fouled up by Hoyt's 'Loadtrol' and the Cooldown Cycle!"

4 That's right, "Flighty," reclaimers with Hoyt's patented features keep right on reclaiming regardless of load size



5 "Curses, it's work, work work for me now I've tangled with Hoyt features."



Fantastic Cost Cutters

The "Loadtrol" with its Controlled Tumbling gives top drying and reclamation to all size loads — plus wrinkle-free garments. Boost your profits even more. Just be sure your vapor adsorbers and reclaimers have Hoyt features. Write:

HOYT

MANUFACTURING CORPORATION

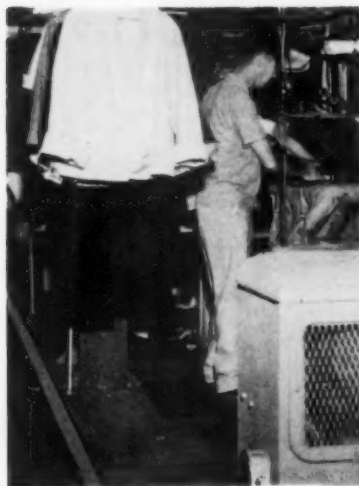
Forge Road,

Westport, Massachusetts, U.S.A.

Dry Cleaners: Profit by reading future episodes in the sly life of "Flighty Perc" (valuable perc solvent vapors which were formerly air-wasted)

GADGETS and GIMMICKS

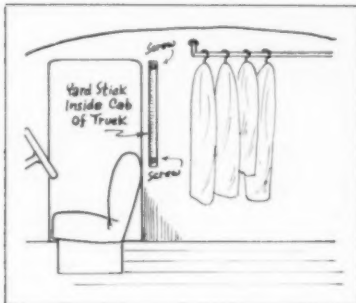
Foot Ease Aids Morale



Al Moreland and his brother Ralph, owners of Carpenter's Cleaners & Dyers in San Bernardino, California, like to be comfortable while they work. Best of all, they include their employees in this matter.

At Carpenter's the concrete floor of the finishing department, which is along one wall, has been covered over with a false floor of wooden planks on top of a framework of 2-by-4's. This makes about a 6-inch platform on which the presses are positioned, and provides a working surface which is much less fatiguing than concrete for the finishers to stand on. As an added comfort each finisher is provided with a thick rubber fatigue mat.

Yardsticks for Pricing



Desiring a more consistent pricing method on present-day skirts, especially on his routes, a California plant-owner has equipped each of his trucks

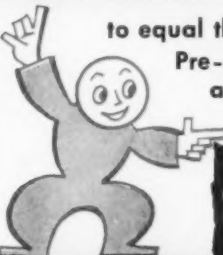
with conveniently located yardsticks. Since many circular skirts and undershirts contain as much as 4 yards of material, it is easy to see how a routeman might have a variety of ideas as to price on the same garment from time to time, if he relied on memory or guesswork.

Price is now determined by the

amount of material and the routeman is able to give the customer an accurate price by simply going back to his truck and measuring the garment. His only chance of error would be in regard to the type of fabric.

The yardsticks are mounted vertically just inside the right front door of each truck. Sheet-metal screws are

REFUSE SUBSTITUTES



...frantic efforts and double-talk by substitutes to equal the efficiency and economy of the *original*, Pre-Marked Strip Tags, have been futile, — just added proof that there are no substitutes for the *original* system that IDENTIFIES!

Pre-Marked Strip Tag field representatives are as near you as the post-box, — just mail coupon below, for a personal conference *free from any obligation*, — this visit will prove invaluable to you!

INSIST ON THE Original!

You can't Beg, Borrow, or even Buy "TIME"...but you CAN spend it!

... Read how to earn more \$'s for your time!

...for Operators of large and small plants — in effecting a time and money-saving (far more profitable), marking identification, control of work flow, and final assembly!

...for You Distributors — inventory-stock control, intensive sales training and personal on-the-job representation to your customers!



Get your free copy of this hot-off-the-press edition, loaded with proven applications to all marking identification systems, — with illustrations.

MAIL THIS COUPON

PRE-MARKED STRIP TAG CO., 3232 India, San Diego, Calif.

NAME _____ FIRM NAME _____

ADDRESS _____ CITY _____

ZONE _____ STATE _____ or ASK YOUR JOBBER

used to fasten them to the metal body frame.

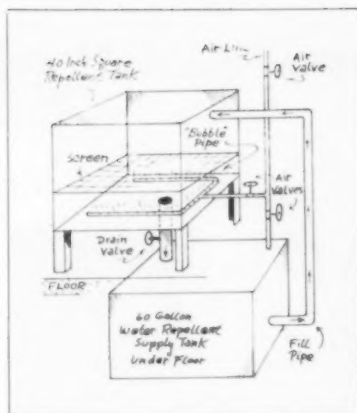
Uniform Water Repellency

A big-volume drycleaner built the version at right of a more efficient water-repellent installation. The unit consists of two heavy metal tanks with welded seams. One serves as a 60-gallon storage tank beneath the floor. The other tank is 40 inches square and 40 inches deep, supported off the floor by metal legs. It has a false bottom of heavy wire screen which

keeps the garments off the bottom and permits faster drainage of the repellent solution back into the supply tank.

A U-shaped "bubble" pipe on the floor of the tank is made of copper tubing with a large number of small holes drilled in the top edge. Connected to the air line, this bubble pipe properly agitates the solvent and insures a more uniform treatment of the fabrics.

With the drain valve of the upper tank closed, air is introduced into the supply tank to force the desired



amount of water-repellent solution into the garment-treatment tank. Opening the drain valve permits the solvent to drain by gravity back into the underground tank.

THE STRONGEST POLY BAGS EVER MADE Now at ONE LOW PRICE in

RACK 'N ROLL

POWERTHENE—a newly developed plastic resin—makes RACK 'N ROLL poly bags twice as tear-resistant as any other poly bag in use!

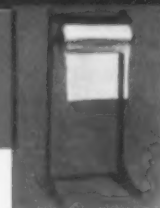
NOW... for poly packing in depth—21" bag with 4" gusset at the former price of 24" flat bags.



- SQUARE EDGED ROLLS**
No warping, creeping or telescoping.
- SNAP TYPE PERFORATION**
Bag snaps right off—never tears, never rips.
- RADIO WELD THROUGH SEAL**
Bag stays sealed—never opens at seams.
- INSTANT SURE OPENING**
Every bag pre-opened, pre-tested.

In clear or blue tint color at no extra cost! Ideal for coding "standard" and "deluxe" service, rush and regular, gents and ladies garments.

Poly Pack Shirts Quick As a Wink!



SHOOT-THE-SHIRT Saves 50% on the Cost of 10" x 16" Separated Bags!

Dispenses pre-perforated bags to accommodate any shirt or sweater for separate or accordion packing!

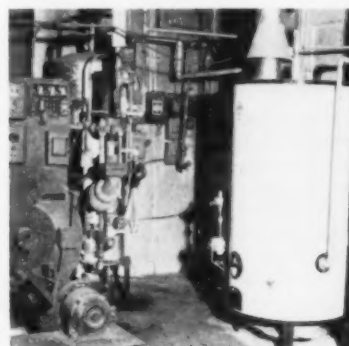
**JOIN THE SWITCH TO POLY!
CALL YOUR DISTRIBUTOR NOW!**

Sold through franchised distributors from coast to coast.
TECHNICAL TAPE CORPORATION
240 North Avenue, New Rochelle, New York

RACK 'N ROLL
polyethylene bag

RACK 'N ROLL and SHOOT-THE-SHIRT
Poly Packing That Means Satisfied Customers!

Tandem Water Heaters



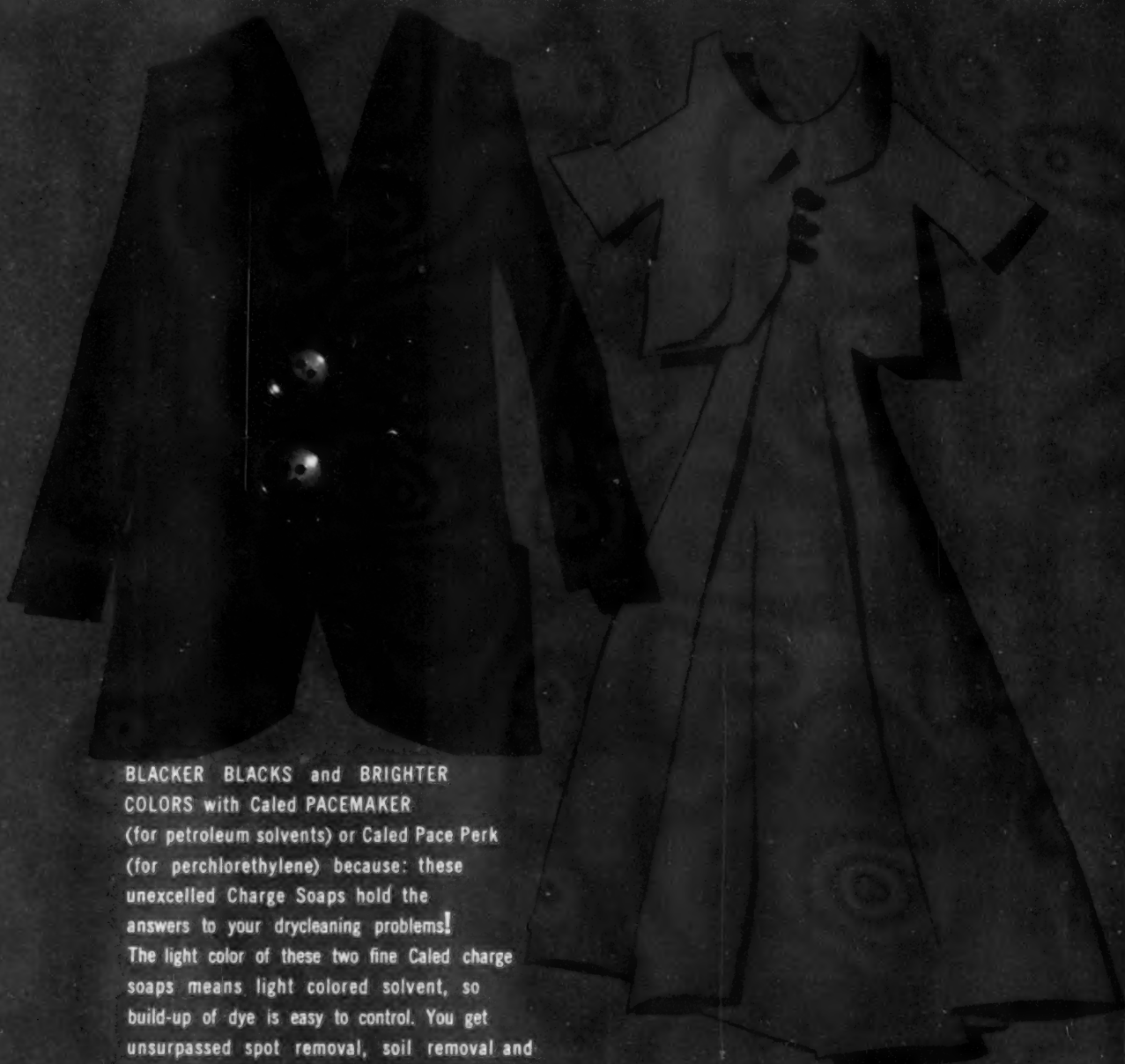
Ace Dry Cleaners & Shirt Laundry in Boise, Idaho, found the shirt department hot water demand caused too much pull on its 20 hp. boiler and its 120-gallon-capacity hot water heater, which is shown to the rear of the boiler.

Hot water needs for the plant's 3,000 shirts per week have been met by installing two additional hot water heaters, each with 165-gallon recovery per hour. One heater is shown at the right. The second is out of the picture on the other side of the boiler room partition.

City water first enters the heater in the outer room where it is heated to 140 degrees. Then the water enters the heater at the right in the picture, where it is heated to 165 degrees before going to the small water heater beside the plant boiler. Water heaters are operated on gas, with fully automatic controls throughout.

At the moment up to 2,000 pounds of drycleaning and 3,000 shirts per week are processed here, off the present boiler and water heater equipment.

Blacks **B**lacker-- colors **B**righter--
with Caled **P**acemaker & **P**ace-Perk



BLACKER BLACKS and BRIGHTER
COLORS with Caled PACEMAKER
(for petroleum solvents) or Caled Pace Perk
(for perchlorethylene) because: these
unexcelled Charge Soaps hold the
answers to your drycleaning problems!
The light color of these two fine Caled charge
soaps means light colored solvent, so
build-up of dye is easy to control. You get
unsurpassed spot removal, soil removal and
suspending properties... with less
water; thus, there's no redepositing or graying.
There's no static, no lint. And, no filter
pressure... this means clean, filtered solvent.
Clean solvent means a clean job... and a
clear profit. With petroleum or Perk—

Caled soaps really work! CALED PRODUCTS COMPANY, INCORPORATED, BRENTWOOD, MARYLAND.

CALED 

47% of people don't know Wash-&-Wear is drycleanable!

STOP that
summer slump...

GO

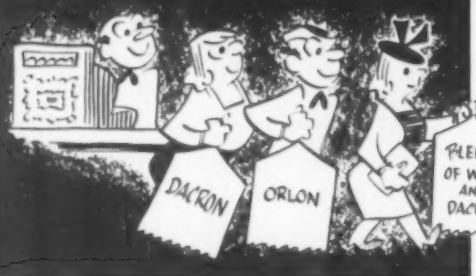
FOR WASH-AND-WEAR!

This year it is bigger than ever!

Don't fight it... INVITE it!

While 43% of people send Wash-Wear to cleaners, 57% don't. Of these, four out of five don't know Wash-Wear is drycleanable! To get this volume take just two steps: (1) Equip presses to give Wash-Wear the safe finishing heat-sensitive fibers demand; (2) tell the public. Here's your complete "package" to do the job:

Fabric-Safe
finishing will get
that big volume for
you...bring customers
back again and again



**EQUIP ALL PRESSES
FOR WASH-&-WEAR**



NO WORK...NO WORRY...
send us your
WASH-and-WEAR bar

This big
21x28-inch

**2-sided
3-color
poster**

FREE

with each
Fabric-Safe® or
CushnTop®
you buy now!

WASH-&-WEAR is made of DACRON*,
Orlon**, Acrilan†...DAMAGES permanently at 275°
For **SAFE** finishing use *Fabric-Safe* DOUBLEPLATE!

*DuPont's trademark for polyester fiber
**DuPont's trademark for acrylic fiber
†Chemstrand trademark for acrylic fiber



Only
\$2985

Fabric-Safe
DOUBLEPLATES®

In utility-press models



Cuts heat to 250°

ORDER FROM
YOUR JOBBER

NO HEAT DAMAGE
OR STEAM MARKS
...NO MOIRE OR
GLAZED SEAMS



Only
\$1895 for most
utility-press
models

CUSHNTOP
BUK-COVER AND PAD SETS



BISHOP DAVID FREEMAN CO.

MFRS., EVANSTON, ILLINOIS, U.S.A.

EDITORIALS

Do It Yourself

We read with a mixture of amusement and horror an article in the March issue of a national consumer magazine. It offered housewives several suggestions on how to earn an extra \$1,000 a year at home.

One fine way was for homemakers all over the country to enter the tie-cleaning business. It seems the necessary skill to do this work is easily acquired. The United States Department of Agriculture has a bulletin on home stain removal. And by simply sending a stamped return envelope to the National Institute of Drycleaning, free literature on the subject will come winging back to the novice.

The article even stated that a former president of the NID said that tie cleaning of this nature was the "most needed small service in America." The last statements alone attest to the accuracy of the article.

Unfortunately, hundreds of beguiled women have already written to the NID for this roadmap to Utopia. At this writing over 800 requests have been received. Each has been answered with a polite form letter setting these women straight, in a nice way, in line with good public relations.

We have written to the publication in question, giving the cleaners' side of the story and suggesting a retraction. Whether that happens remains to be seen. But the original article points up how a "blue sky" plan can take hold. Just like the early wash-and-wear ads, which proclaimed results that the products couldn't deliver.

No doubt we shall be confronted with future articles that mislead the public. The industry cannot dictate editorial policy to the consumer publications; and such stories have an appeal to some readers. But drycleaners can overcome the credibility and acceptance of these articles and advertising through their own hard-hitting, positive advertising. If consumers recognize us as reliable experts, they'll ignore bad advice from the misinformed.

Another example of misleading the public is a recent ad by the United Steelworkers of America. The Monday, April 13, edition of the *New York Herald-Tribune* had a 5-column, 14-inch ad directed to every drycleaner and laundryowner in the nation.

It posed the tempting question of how much our businesses would increase if there were an extra billion dollars in circulation. Similar ads have appeared with the same appeal slanted towards other retail businesses.

What these ads fail to point

out is that another boost in wages in that major industry is just another step in the direction of inflation. And this is the greatest peril facing our nation today. (See our comments on page 4.)

How the steelworkers make out will be determined in contract negotiations begun on May 5. We hope union and management come to some sane conclusions. Wage hikes should be based on increased productivity. They should not be made merely to enhance the position of union leaders.

Edward B. Wintersteen, Executive Manager

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Arthur F. Schuelke, Editor

Lou Bellew, West Coast Editor

Gerald Whitman, Associate Editor, New York

Harry Yeates, Associate Editor, Chicago

Galina Terr, Managing Editor

Rollin Nelson, Presentation Editor

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Honeywell MagiCare[®]

time for Sunshine



Pressing. With Honeywell MagiCare, Mr. Bell has noted garments no longer get too damp and wrinkled in the dry cleaning bath. They look better, press better—and press faster!



Mr. R. S. Bell, owner of Sunshine Laundry and Cleaners, entering his modern shop in Seattle, Washington.

IN OCTOBER of 1958, Mr. R. S. Bell had a Honeywell MagiCare[®] Relative Humidity Control installed at Sunshine Laundry and Cleaners. He did so because he knew control of washer relative humidity was important to get ideal cleaning . . . the kind that keeps customers coming back.

Soon after, he wrote Honeywell saying, "Frankly, we can't say enough good things about these controls. MagiCare relative humidity control cuts spotting time, pressing time and brings out full color tones. Garments are softer with less wrinkling and fewer re-runs. We are convinced that your controls are a *must* for every modern dry-cleaning plant."

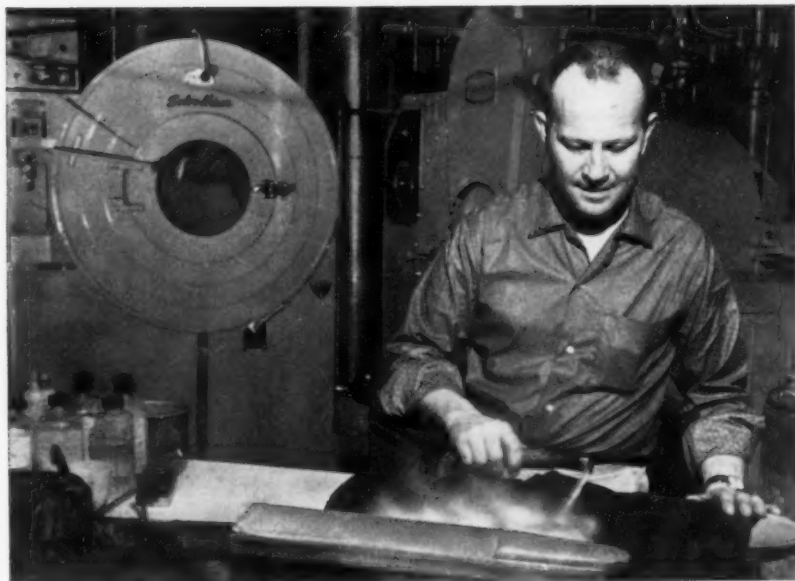
You also can have a modern dry cleaning plant with Honeywell MagiCare.

The Honeywell system works with Stoddard or perchlorethylene solvents; can be used with any concentration of charge soap in any type of washer or washer extractor and with one-bath, two-bath and batch process systems.

Ask your soap and machinery dealers for the Honeywell MagiCare System or contact Minneapolis-Honeywell, Dept. ND-5-73, Minneapolis 8, Minn. [®]Trademark

cuts spotting and pressing

Cleaners, Seattle



Completely automatic system keeps washer relative humidity accurate within 1%. It prevents excessive moisture, yet assures enough to get garments really clean. Gives you better cleaning, fast labor-saving operations every time.



FREE MERCHANDISING PROGRAM. National ads in Vogue, MagiCare banners, newspaper ads, counter cards and decals are furnished free to help you build business with Honeywell MagiCare's quality cleaning.

Spotting. The Honeywell MagiCare installation saves spotting time for Sunshine Laundry and Cleaners. A big percentage of garments are pass-ups—so perfectly clean no spotting is needed!



Honeywell



First in Control



As goodwill gesture counter personnel made sure that children accompanied by adults were presented with doll supplies

Here's How DOLLS

Costume patterns and instruction sheets developed by employees Marguerite Davis and Ruth Stephenson simplified construction of storybook dolls



Pretty girls and a display of storybook dolls helped to sell cotton sizing at Swan Cleaners in Columbus





TV program on local station featured storybook dolls as shown by Helen Jones Rea, public relations director of Swan Cleaners

Beat the Summer Doldrums

Miniature storybook characters spark cotton sizing promotion

NOBODY DREAMED that one idea would snowball into an avalanche of free publicity—and additional volume—especially during the months of July and August when most plants experience a normal slump in business. But it happened in Columbus, Ohio, when Swan Cleaners launched a unique merchandising campaign to sell cotton sizing.

The promotion was called Swan's Story Book Dolls. Created by Helen Jones Rea, public relations director, it started when counter girls wore miniature handmade dolls on their dresses to advertise the plant's process of dry-cleaning cotton dresses. Each doll was dressed in gay cotton fabrics. Storybook characters included such familiar names as Alice in Wonderland, Little Red Riding Hood, Queen of Hearts and Cinderella.

The dolls were designed by an assistant manager in one of the call offices. She went to the library and made initial sketches from illustrations

By HARRY YEATES

in the storybooks. Dolls drawn from these well-known stories, which are an important part of our heritage, were given to counter girls in the plant's 29 activated stores throughout the city. Another employee made the patterns and distributed the original models to store personnel.

Sixteen different storybook characters were depicted in miniature doll form. The dolls were made of common pipe cleaners. Tiny wooden heads with painted faces were purchased from a novelty supply firm.

From the original model, counter girls were asked to make additional dolls at home or in the stores when they were not waiting on customers. Each store was provided with models of about four or five different storybook dolls. Counter girls completed about 40 dolls in all.

Finished dolls measured about 4½

inches in height. Each doll was dressed in an appropriate costume made of cotton fabrics. About \$200 was spent on supplies and fabrics used in the costumes. Fabrics were purchased from a local department store.

Personnel were furnished with rough patterns to guide them in making the dolls. Later on mimeographed instruction sheets and dress patterns for each style doll were sent out to the stores.

Customers get "the makings"

Doll heads and patterns for any style doll were presented to customers upon request in all the stores. Last season over 60,000 doll heads and patterns were distributed to customers and their children in the stores.

An extensive advertising campaign was inaugurated to back up the cotton sizing promotion. Newspaper advertisements measuring 3 columns by 12 inches were run once a week through-

out the summer months. An illustration of a storybook doll was featured in every ad. Copy called attention to the special process of drycleaning cotton dresses used in the plant.

The doll promotion was featured during the summer months in a semi-weekly newspaper column prepared by Mrs. Rea. The newspaper column, called "Clothes Clinic," stressed the fact that instruction sheets, patterns and doll heads were available at no cost in all Swan stores. Helpful hints on fabric care were included in the column. During the promotion the newspaper column discussed the value of sizing and drycleaning summer cottons.

Window posters and store banners supplemented the series of newspaper advertisements. A sample of each doll was shown in the stores. Each counter girl wore one of the dolls on her blouse or sweater.

Contest spurs interest

To stimulate interest among counter personnel a contest was held during the cotton sizing promotion. Each store selected a doll of its choosing and made a stage set—similar to a display—in the call office to illustrate the story.

News about the contest was publicized in the newspaper column. The prize winners were announced in the column and the public was invited to

visit the stores to see the winning displays. Prizes were awarded to first, second and third place winners among counter personnel.

First prize went to the Cinderella doll in one of the shopping-center stores. Store personnel made a golden castle out of cardboard and plaster of paris and sprayed it with gold paint. They made a stairway of gold foil leading to the castle. On the stairs was a golden slipper. In front was a gold coach and horses, part of a clock. A Prince Charming was made with purple velvet trousers, coral color cape and a hat with a turquoise feather.

The winning displays attracted a great amount of interest among customers in the call offices. For instance, one man took pictures in color for his little daughter. When his wife returned to the store a week or so later she presented the colored picture to the store personnel.

During the promotion counter girls were briefed on the subject of sizing and its importance to summer garments. A bulletin distributed by Mrs. Rea acquainted everyone with some of the technical features and advantages of cotton sizing. It also explained how to sell customers on sizing.

Since last June the plant has had a countless number of requests from civic organizations, women's clubs, teachers' groups—even playground supervisors—for supplies to make the dolls. Requests were still coming in at

Christmas time last year—almost four months after the promotion officially ended.

During the summer the doll display was shown in the fabric department of one of the city's leading department stores. The name Swan Cleaners was prominently featured. Displays have also been shown in public libraries and in various city recreation departments. Miniature dolls have also been distributed by the plant to a county children's home and several church organizations in the city.

Recently the dolls were featured on a local television program—at no cost to Swan Cleaners. At that time Mrs. Rea was invited to appear on the TV telecast to show the group of miniature storybook dolls. The subject of drycleaning and sizing was not discussed directly during the TV show. Emphasis was put on the fact that doll material was available at any of the Swan Cleaner stores. It was up to counter personnel to do the selling job when prospective customers came in the stores.

While the doll promotion proved an effective way to beat the summer slump in the plant, it also accomplished another important point. According to Mrs. Rea, it gave all employees a chance to work together, encouraging team spirit—which means more business when they all get together to *promote* and to *sell* service. # #

Employee Training Bulletin on Sizing

The adding of a dressing or sizing to various garments is new to the drycleaning industry. Dressings and sizings are added to many fabrics by the manufacturers. These may be removed in wear, wetcleaning or drycleaning.

Therefore, drycleaners, progressive ones, are adding a fabric filler. A fabric filler means that the dressing or sizing coats the fiber of the fabric.

In our stores, we call the filler we added to dresses, in the cleaning machine, a dressing—machine dressing.

This dressing is put in ALL dresses (except heavy wools)—put in cottons, silk-like dresses, sport shirts, certain men's summer suits and lightweight draperies.

This dressing—plus—makes the dress drape better—gives it a body—gives the fabric a luster—that new look—that store look.

It looks far better when pressed than it does without the dressing. The silk finisher can do a better job than ever before. These dressings or sizings make the difference.

Dresses that need more crispness or stiffness are given an additional

treatment—sometimes we double the strength of the dressing we use in the machine.

Sometimes we add a sizing. This sizing is put in by dipping the garment in sizing—or it is *sprayed* on. Ask the cleaner in your store to show you how he puts dressings and sizings in.

There are quite a few different bases of dressings or sizings. They may have a gum, gelatine, resin or a starch base.

This is why our dresses have that *certain something*—that new look—that store look. We are very proud of this dressing and we hope you will **SELL** this new way of doing dresses to our customers.

BE DETAIL CONSCIOUS WHY DID THE LADY BUY THE DRESS?

Examine lots of dresses. See if you can figure out—why did the lady buy the dress? Maybe it was the *color*. Maybe it was the kind of fabric, the

draped neckline, the rolled pleats.

Maybe she liked the big bow—the pockets or the trimming. If she had not liked some of these details, she would not have bought it.

It is our job to make it look like it did when she bought it.

A dress doesn't look like much hanging on a hanger. *Hold it up* a little—by grasping it at each side—at the waistline—see how the pleats or the gathers—hang. It will look more like it does—when she has it on. See if these details are pressed properly.

When you have become experienced—when you have become really aware of details—you will be able to **SELL OUR WAY OF DOING DRESSES—AT THE COUNTER.**

When a customer brings the dress in—you can enthusiastically *tell her*—how well these particular details will look—and *WHY*. *Tell her* about our **PLUS** and why the girl who presses the dresses can do so much better work than before.

You will enthuse her too—she will not just take us and our work for granted—we will get more dresses.



newsletter *****



New Sanitone 30-90* reduces finishing costs, too

Your highest operating costs are in silk and wool finishing. Every quality operator knows that! But to reduce these costs without increasing customer complaints or lessening the soil-removing efficiency of your cleaning process may seem impossible. It remained for Emery Research to supply that answer with all-new Sanitone 30-90.

Because 30-90 makes less moisture do more work, fabric sizing and mill finishes are undisturbed. Pressing is faster and easier. Steam-air equipment in the wool unit performs better . . . faster. Even inexperienced pressers do a better job.

And this higher quality remains for your customers to see. Sanitone 30-90's built-in finish, Soft-Set®, makes clothes resist wrinkling in

the bag, in the closet at home. Even wear wrinkles drop out. Your customers can really see and *feel* the difference.

These facts of lower finishing costs, higher production through both pressing departments add up to more profits for you. After a year's experience with new 30-90, Sanitone plants from coast to coast are proving that every day.

If you're equipped to do quality work, write today to learn how you can have a free, no-risk demonstration of new Sanitone 30-90 right in your own plant!



*Patents Pending

Sanitone Dry Cleaning Service

A DIVISION OF EMERY INDUSTRIES, INC. • CAREW TOWER, CINCINNATI 2, OHIO

planning
a vacation?

wherever
you're
going...

New York

UNITED AIR LINES

take along

**CRISP
CLEAN
CLOTHES**

we use COLUMBIA-SOUTHERN PERCHLOR
for quality dry cleaning



**Take a trip to more summer sales
with this Columbia-Southern
PERCHLOR display**

This new Columbia-Southern Perchlor display gives your customers an appealing and selling message! It's a convincing, exciting reminder of happy days ahead with fresh, vacation-ready clothes. It sells the "must" stop in *your* shop.

This eye-catching display measures a generous 50 inches wide by 36 inches high, in striking colors. It commands attention and does a wonderful job of getting across the idea that sports clothes, suits

and dresses need cleaning for vacation time—*by you!*

The demand is always large for these free sales stimulators, so ask your Columbia-Southern Perchlor jobber for yours right away. And while you're about it, why not order an extra drum of Perchlor to handle the increased summer trade?

P.S.—Hawaiian and San Francisco scenes will be distributed in the East Coast area; the New York scene will go West.

COLUMBIA-SOUTHERN CHEMICAL CORPORATION

A Subsidiary of Pittsburgh Plate Glass Company • One Gateway Center, Pittsburgh 22, Pennsylvania

DISTRICT OFFICES: Boston, Charlotte, Chicago, Cincinnati, Cleveland, Dallas, Houston, Minneapolis, New Orleans, New York, Philadelphia, Pittsburgh, St. Louis, San Francisco. IN CANADA: Standard Chemical Limited

IN KEEPING WITH HAMMOND'S FAMOUS
TRADITION OF PRODUCING THE FINEST
EQUIPMENT AT THE LOWEST COST

WE PROUDLY
PRESENT THE

HAMMOND PERK

PERFECTED
UNIT

70 POUNDS PLUS
per hour!



Features:

- Open Pocket . . . Self Balancing
- No Bolting Down or Expensive Slab Necessary
- Monel VACUUM Filter, With Jet-Air Muck Cleanout
- Automatic Powder Injection
- Positive Displacement Pump, No Solvent Heating
- Master-Matic Muck Cooker, Optional

The Hammond Perk-Perfected Drycleaning Unit has so many profit-packed features that it truly represents America's finest engineering and highest quality construction. A completely automatic system, designed so efficiently that it requires only $\frac{1}{2}$ as much refrigeration capacity . . . $\frac{1}{3}$ as much power as other systems, yet needs only 38 sq. ft. of floor surface for complete installation.



PIONEERS OF PROGRESS
SINCE 1911

hammond

LAUNDRY-CLEANING MACHINERY COMPANY

See your nearest Hammond Distributor soon; or write direct to factory for complete information.

WACO, TEXAS

Beginning . . . and the End!

Case of the Cleaner Called Ace

Or . . . who put the hole in Mrs. Murphy's stole?

By GERALD WHITMAN

ONE BRIGHT, SUNSHINY day a couple of months ago Mark Balletto, co-owner of Ace Cleaners in Toronto, Canada, was minding his business. Happily taking care of his customers and ringing up the cash register, there wasn't a cloud on his horizon.

So, when one of his customers asked if he was the cleaner who put holes in his clients' garments, Mr. Balletto answered with a quizzical grin and chalked it off as a poor joke. Takes all kinds to make a world, he philosophized silently. But when two or three other customers made similar references during the day, he began to worry. Is this a conspiracy or something?

Then came the clincher. One of his stalwart competitors in town called him and needled Mr. Balletto about the same subject. By this time our friend was more than curious and the other cleaner asked him if he had seen a certain cartoon in the local To-

ronto Telegram. It's all about how Ace Cleaners spots the fabric right out of the garment, he kidded.

Fishing a coin out of the register, Mr. Balletto hurried out to get a copy of the paper and, sure enough, he found the cartoon. There, in glorious black and white, was a character called "Carmichael" peering with concern through a large hole in the middle of his suit jacket—while standing beneath a sign saying "Ace Cleaners." The caption has Carmichael muttering: "I see you got the spot out of my good coat. . . ."

Ace in the hole

At first Mr. Balletto was visibly shaken. Not because he doesn't enjoy a good cartoon as well as the next fellow. Not because the sign isn't as good looking as the one he's got in his store. Not because the suit in the cartoon was pressed miserably. He just

couldn't understand why the cartoonist had picked on *his* firm.

After all, the newspaper has a circulation of around half a million and it was likely that at least a few more of his customers might be subscribers to the Telegram.

Mr. Balletto full well realized that this was a daily cartoon feature syndicated from the United States and that it was strictly coincidence that the name "Ace Cleaners" appeared in the drawing. In all likelihood, there was at least one Ace Cleaners in every town in which the cartoon was published.

Finally appreciating the humor in this situation, Mr. Balletto decided to do some needling of his own by calling the newspaper and threatening to sue it for damaging the reputation of his firm. At the very least, he expected he might receive some free publicity from the other newspapers in the city.

Ace is high

Mr. Balletto got more than he bargained for. His call to the newspaper, during which he casually mentioned his threat to sue the publisher, brought a quick apology and resulted in a free half-page advertisement for Ace Cleaners—worth about \$150 in space rates—which turned the reproduced cartoon to the drycleaner's advantage.

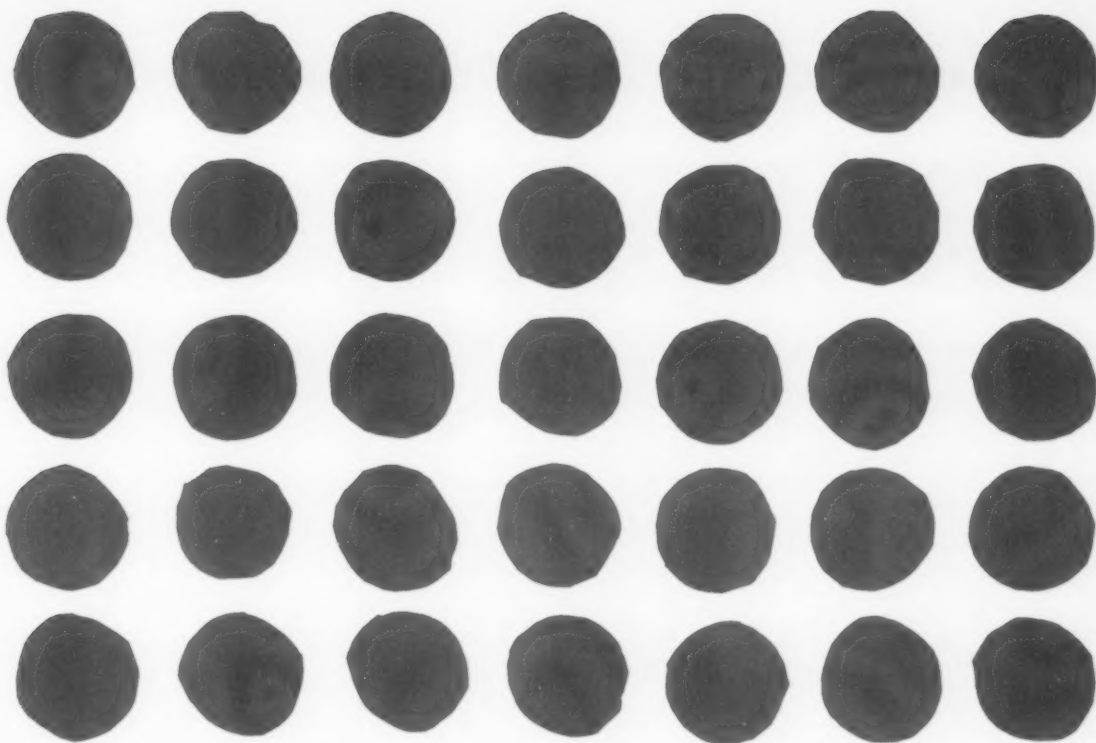
In the spirit of "all's well that ends well" Mr. Balletto was happy, the newspaper was off the hook and everyone concerned had a good, long chuckle out of the entire affair.

Incidentally, before this case was finally closed, the cartoonist received a long letter from John Daly, head of the public relations department at the National Institute of Drycleaning. If the artist knew little about drycleaning before, rest assured he's well up on our industry now.

To fill you in a bit more on Mr. Balletto, he operates two complete plants in Toronto with his partner, Harold Cooper. One of the plants has a shirt department averaging 3,000 shirts per week, priced at 25 cents apiece and cellophane-wrapped. The partners have been in business six years and are doing an annual volume of over \$100,000.

The bulk of Ace Cleaners' newspaper advertising—aside from getting free half-page ads—consists of a weekly column called "Clothes Care Hints." Written by Mr. Balletto, this provides helpful information on garment maintenance and advantages of regular drycleaning.

By sheer coincidence, Mr. Balletto's weekly columns have been appearing in the same newspaper that ran the notorious cartoon. # #



of all spotting agents

RSR

is the only one that
COMPLETELY
removes albuminous
stains



new
larger jar
for
greater
economy

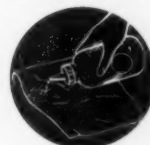
AND IT IS SO VERSATILE!



bath method
for wet cleaning



dipping method
for large stained areas



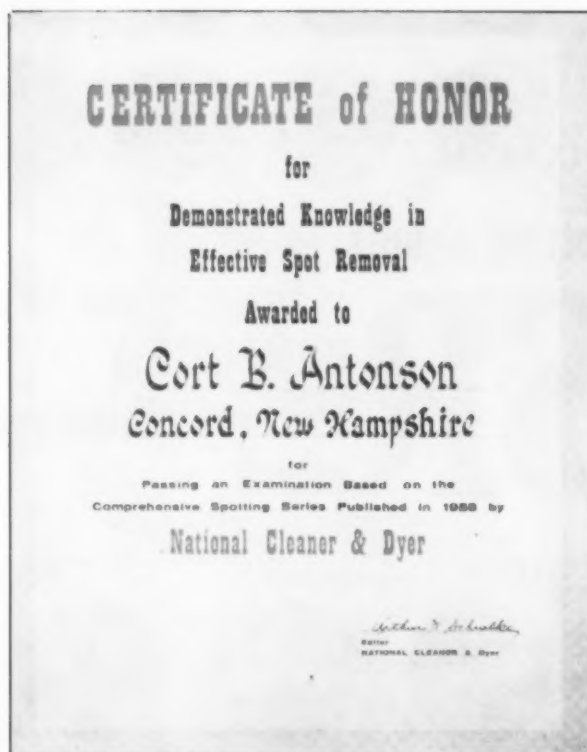
USE IT IN:
prespot re-run method
for the board

RSR a product of
WALLERSTEIN COMPANY
Division of Baxter Laboratories, Inc.
180 Madison Avenue, New York 16, N. Y.

Ten Countries Represented By Winners in SPOTTING QUIZ

Here are the names of winning entrants
beyond United States borders

By ART SCHUELKE



LAST NOVEMBER The NATIONAL CLEANER & DYER published a test to help spotters determine their IQ in their chosen profession. The questions were based on a year-long series of articles written by the well-known expert, Cort Antonson.

As was reported in the February 1959 issue, the response to the contest was beyond all expectations. Hundreds of entries were received

and over 300 winners of certificates of honor were announced at that time. These included entries from both the United States and Canada.

Because of the delays encountered in surface mail, we extended the deadline to overseas readers. We are happy to announce that entries from some 10 other countries have been received. It is significant to note that

Continued on page 39

WINNERS . . .

AUSTRALIA

Harry Jansekis, *Science Dry Cleaners Pty. Ltd., Sydney*

BERMUDA

Lawrence L. Clarke, A. R. Clarke & Sons Dry Cleaners & Tailors, *Pembroke*

Randall Bradford Clarke, A. R. Clarke & Sons Dry Cleaners & Tailors, *Pembroke*

DENMARK

Hakon Nalbandian, *Master Cleaners, Copenhagen*

ENGLAND

Harry Bruce, *County Drycleaners, Essex*

Ernest Thomas Wilkes, *Supreme Dry Cleaning Co., Staffordshire*

Dennis Withnall, *Cromwell Quality Dry Cleaners, Yorkshire*

IRELAND

Edward M. Hughes, *Gaeltacht Cleaners, Ltd., Limerick*

MEXICO

Luis B. Fernandez, *Manuel Tamez, S. A., Mexico City*

PHILIPPINES

Artemio E. Kamantigue, *Tropical Dry Cleaners, Cavite City*

SWEDEN

Ragnar Arnlund, *Kemtvaätt Svanen, Ronneby*

Erik Lundin, *Expo Kemtvaätt AB, Stockholm*

SWITZERLAND

Karl Enzler, *Enzler-Reinigungen, Zurich*

UNION OF SOUTH AFRICA

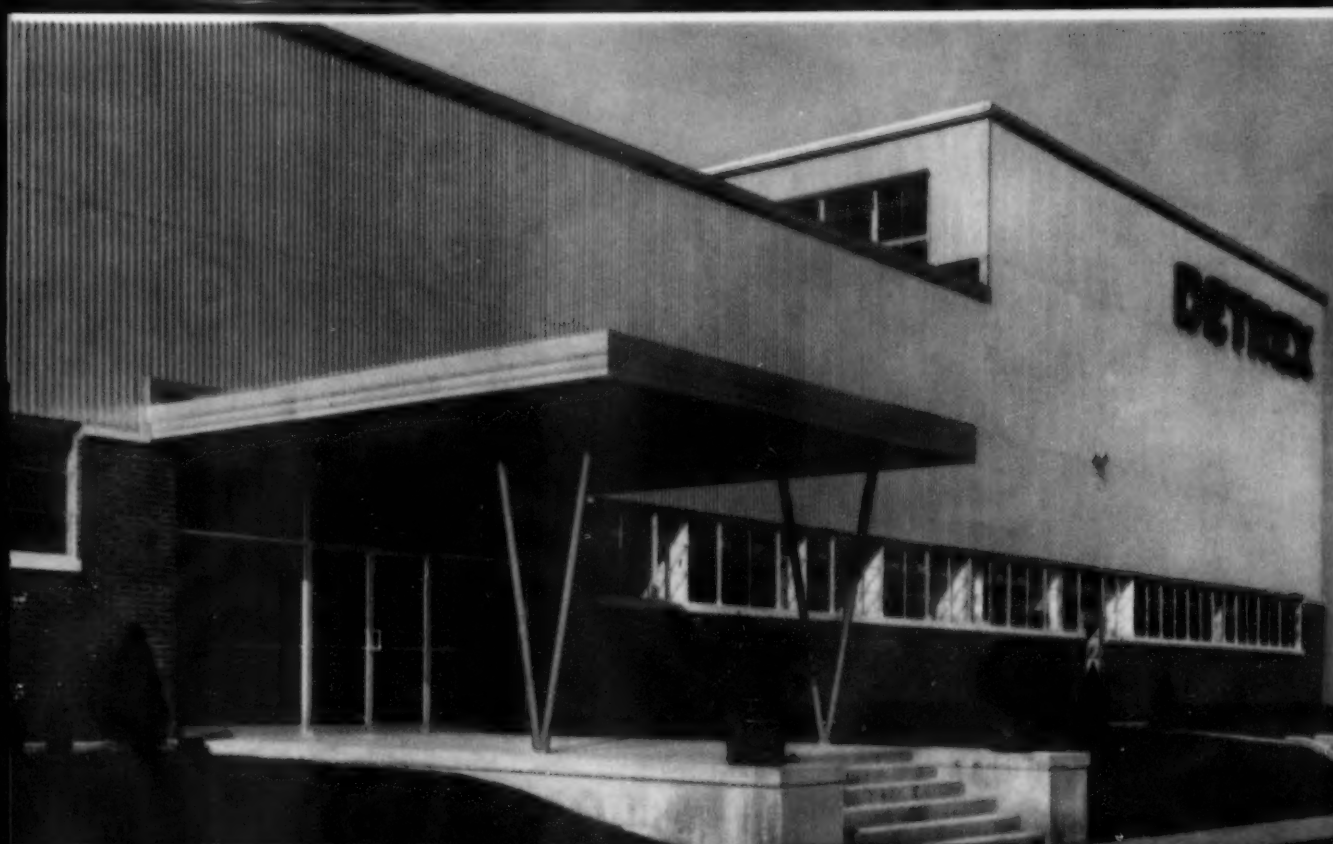
Petrus Albertus Schoeman, *Radio Dry Cleaners, Alival North*

L. H. Marshall, *Winman's Personality Cleaners, Durban*

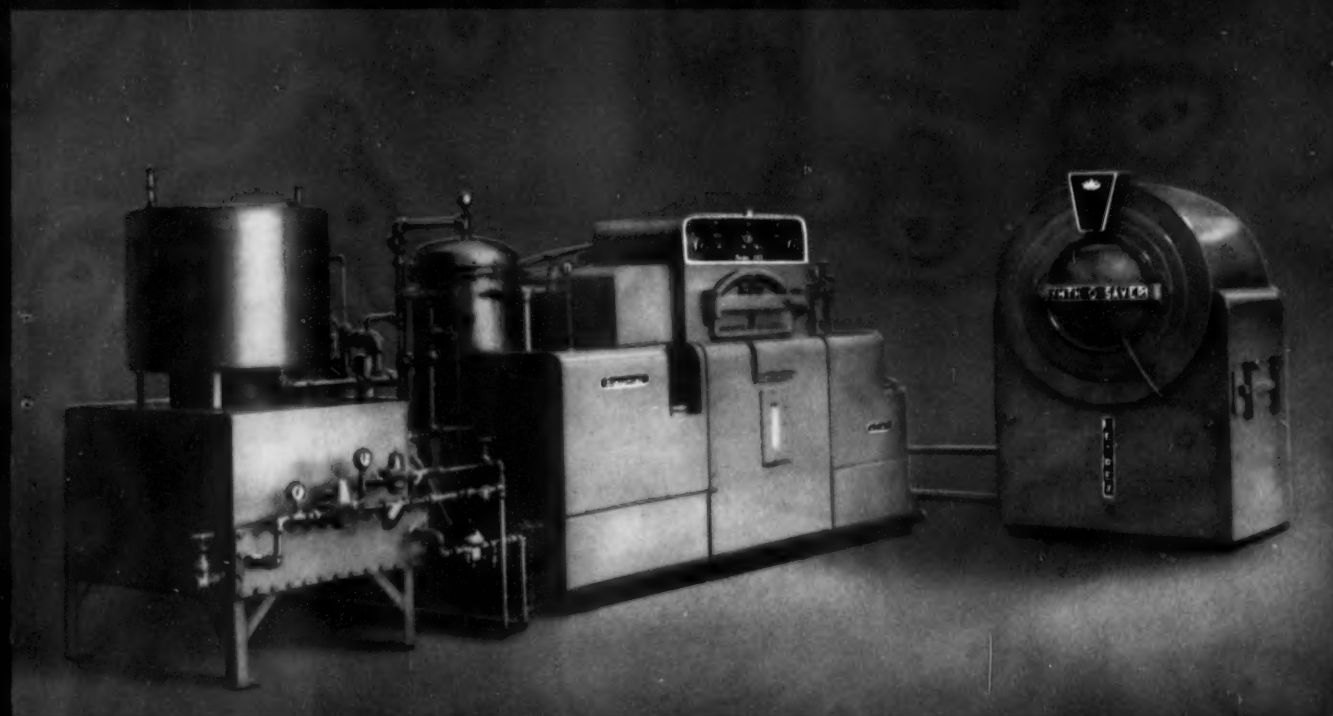
Anthony Schewitz, *Atlas Cleaners, Dyers & Launderers, East London*

Maurice Perl, *Chic Cleaners (Pty.) Ltd., Germiston*

NATIONAL CLEANER & DYER



IT TAKES THE
Finest Facilities
TO PRODUCE THE
Finest Equipment



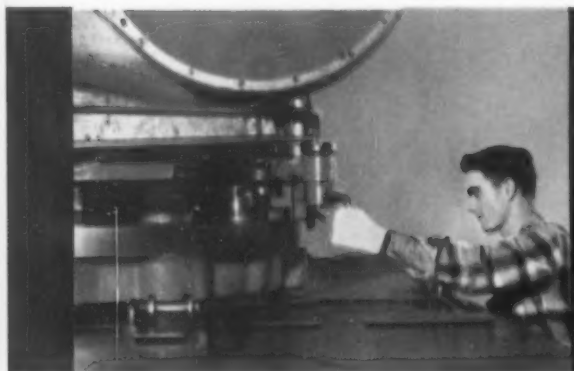
The Big New **DETREX**

was especially built to produce



Just two years ago DETREX completed this big beautiful plant at Bowling Green, Kentucky — designed, built, equipped and staffed for the benefit of the drycleaning industry. These full-color photos show some of its many modern facilities, machines

and manufacturing methods. Not shown, but equally important, are the advanced engineering, the precision manufacturing, the painstaking workmanship and the quality control that go into every piece of DETREX drycleaning equipment.



Costly machines, like this Turret Punch, actually enable DETREX to cut production costs. Here a worker performs a multiple punching job with absolute accuracy.



This huge Press Brake forms DETREX Synth-O-Saver coil housings and similar parts.



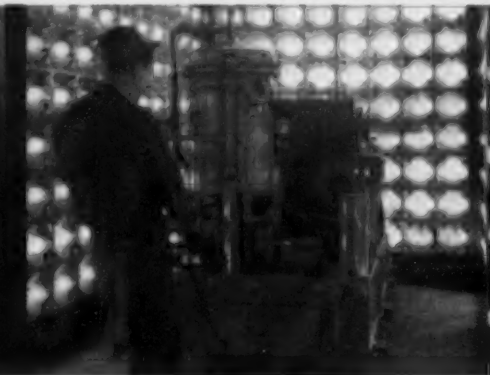
Extra care in welding to assure smooth, strong seams is an important DETREX quality feature.



The uninterrupted operation of DETREX machines is assured by accurate electrical wiring.



Special rust, corrosion resistant polymerized resin coating is used inside all DETREX machines.



All DETREX machines are distinguished by their lustrous, long-wearing Hammertone finish. Infra-red bake ovens are essential to proper curing.

Bowling Green Plant

the best drycleaning equipment



Constantly at work on improvements for drycleaning equipment, DETREX engineers pioneered such important firsts as solvent recovery, the two-bath principle and tubular filtration.



Extra heavy quality materials are used on all DETREX products. Here thick steel plates are being sheared, quickly and accurately, for drycleaning machine side panels.



Investment in special spot welding equipment like this pays dividends in the quality construction and dependable operation of DETREX equipment.



Precision machines like this horizontal Boring Mill contribute to the smooth operation of DETREX equipment.



Assembly moves smoothly and efficiently, thanks to adequate stock piling and careful planning.



Your DETREX equipment will be delivered in finest condition, thanks to extreme care in packing, crating and shipping.

CLIP OUT AND MAIL FOR MORE INFORMATION

DETREX CHEMICAL INDUSTRIES, INC.
Box 501, Detroit 32, Michigan

Please send me the following literature:

- ☐ Drycleaning Catalog ☐ Press Literature
☐ Shirt-finishing Literature ☐ Conveyor Literature
☐ Send me information on the lease plan.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____

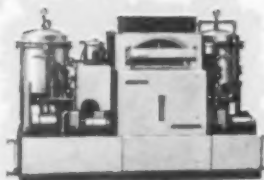
ZONE _____

STATE _____

Industry's Leading Profit Line

CORONET

Made-to-order for
Low Volume Operators.
Single-Bath Model 422.
80 lbs. per hour.



SYNTH-O-SAVERS

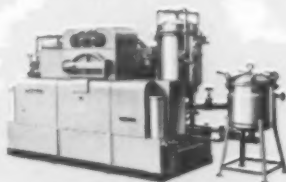
Standard Model 326,
Automatic Model 326A.
35 lb. capacity.

Standard Model 340,
Automatic Model 340A.
50 lb. capacity.



MONARCH

Ideal for operators in
Medium-Low range.
Single-Bath Model 527.
Two-Bath Model 527S.
140 lbs. per hour.



CONVEYORS

Dialomatic controlled
for automatic delivery
of drycleaning or
laundry bundles.



DIPLOMAT

Meets the Needs of all
but Biggest Operators.
Single-Bath Model 560.
Two-Bath Model 560S.
200 lbs. per hour.



PRESS EQUIPMENT

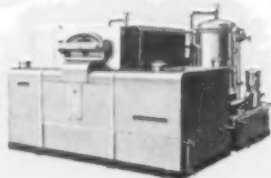
Foot-operated
Mushroom Model.

Air-operated
Utility Model.



AMBASSADOR

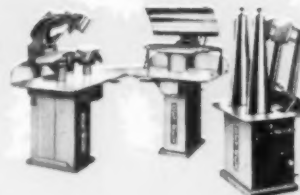
Highest Capacity in the
Synthetic Field.
Single-Bath Model 600.
Two-Bath Model 600S.
300 lbs. per hour.



SHIRT-FINISHING EQUIPMENT

One-Girl Shirt Unit.

Cabinet Shirt Unit.



LITHO IN U.S.A.

BUSINESS REPLY CARD

No Postage Stamp Necessary if Mailed in The United States

5c POSTAGE WILL BE PAID BY —

DETREX CHEMICAL INDUSTRIES, INC.

BOX 501, DEPT. E-900

DETROIT 32, MICH.

FIRST CLASS
PERMIT NO. 9288
Detroit, Mich.



Mail this Post Card
TODAY

for complete information on Detrex equip-
ment, financing terms or leasing plan. Just
fill in and mail, no postage required.

DETREX

CHEMICAL INDUSTRIES, INC.

BOX 501, DETROIT 32, MICHIGAN

Attention Spotting Quiz Winners

Many entrants in our contest have written saying they planned to use the award certificates for promotional purposes. There are probably a good many more who plan to do the same thing but didn't write to tell us.

Will those who promoted the award please drop a line and state what was done? Also, tell us the results of the promotion, such as customer reaction, whether free newspaper space or radio time was given the event. We want to tell our readers of your experiences. Thank you very much.—EDITOR

WINNERS IN SPOTTING QUIZ

Continued from page 34

the percentage of winners from these countries was much higher than from these shores.

An overseas visitor was in our offices recently and pointed out a good reason for this. (He was one of the winners.) He said that in many countries the cleaners do not have the advantage of picking up the telephone to ask for help from an allied tradesman on any and all problems. In many places they must rely completely on this trade journal for guidance; hence read it more comprehensively.

So perhaps the winners followed Cort Antonson's previous articles a bit more avidly. Whatever the cause, our overseas cleaners did themselves proud. There were many who wrote in, stating that they had missed the deadline even though it was extended. To those readers we wrote that while their entries might not arrive in time to have their names included in this issue, we would still send them certificates. That offer still holds. If any spotters or plantowners overseas or in the States want to test their knowledge, we will be glad to grade the entries and send awards to those who qualify. # #

**WHENEVER
YOU WRITE
USE THE**

ZONE NUMBER

**it's the key
to prompt
and efficient
mail service**

new



SHIRTS →
LAUNDRY OR ANY PACKAGED ORDERS

GARMENTS →



FREE!

Colorful descriptive catalogs
... gives you all the facts
at a glance. See your
"White Machine" jobber
... or mail this coupon.

WHITE MACHINE COMPANY, INC.
14th St. & Lafayette Ave., Kenilworth, N. J.

N-59

Please RUSH complete information
on your Call Office Conveyors.

Firm
Address
City Zone State
Your Jobber

A look behind the scenes at a . . .



Route selling has been the backbone of business at Cascade since 1919



Familiar landmark on busy thoroughfare has been a symbol of quality for 40 years to residents of Des Moines

LANDMARK IN DES MOINES

Forty-year-old plant
keeps pace with
today's changing markets

THE HISTORY of drycleaning in the city of Des Moines, Iowa, has revolved around a name familiar to countless numbers of people. For it is the home of Cascade Laundry and Drycleaners, a plant that has contributed a vast amount of professional know-how under the leadership of the Wilson family who have operated the business for over 40 years.

In 1899 two young brothers, Charles and Howard Wilson, bought a small laundry plant in what was then an outlying residential section of Iowa's growing capital city. The name of the plant was University Laundry. The plant was operated by six production employees and the Messrs. Wilson. One brother handled production, the other concentrated on sales.

By HARRY YEATES

The Wilsons operated the plant in this location until 1919. By this time business had grown to the point where they were eager to expand facilities. They purchased a parcel of land on a corner lot near the downtown section of the city and constructed a building measuring 30,000 square feet. The plant was called Cascade Laundry and Drycleaners.

When it came to making the name of the new plant stick in the minds of the consumer, the Wilson brothers were years ahead of their time. Long before the current emphasis on motivational research they realized that the plant must be synonymous with a symbol of quality work. A symbol

illustrating that the plant was able to do a better job than the housewife. So they designed a trademark and advertising slogan which have been used consistently in various forms of advertising through the years.

The slogan is called "Des Moines' Big Washwoman." An oversized figure of a typical Southern mammy was mounted atop the plant just above the corner call office. It measures about 5 feet in height and can easily be seen from two directions on the main intersection. In effect, the woman is holding a placard in her hands on which is imprinted the advertising slogan.

The sign was erected above the block letters spelling out the name of the plant. Originally the sign was not

*PERSEC



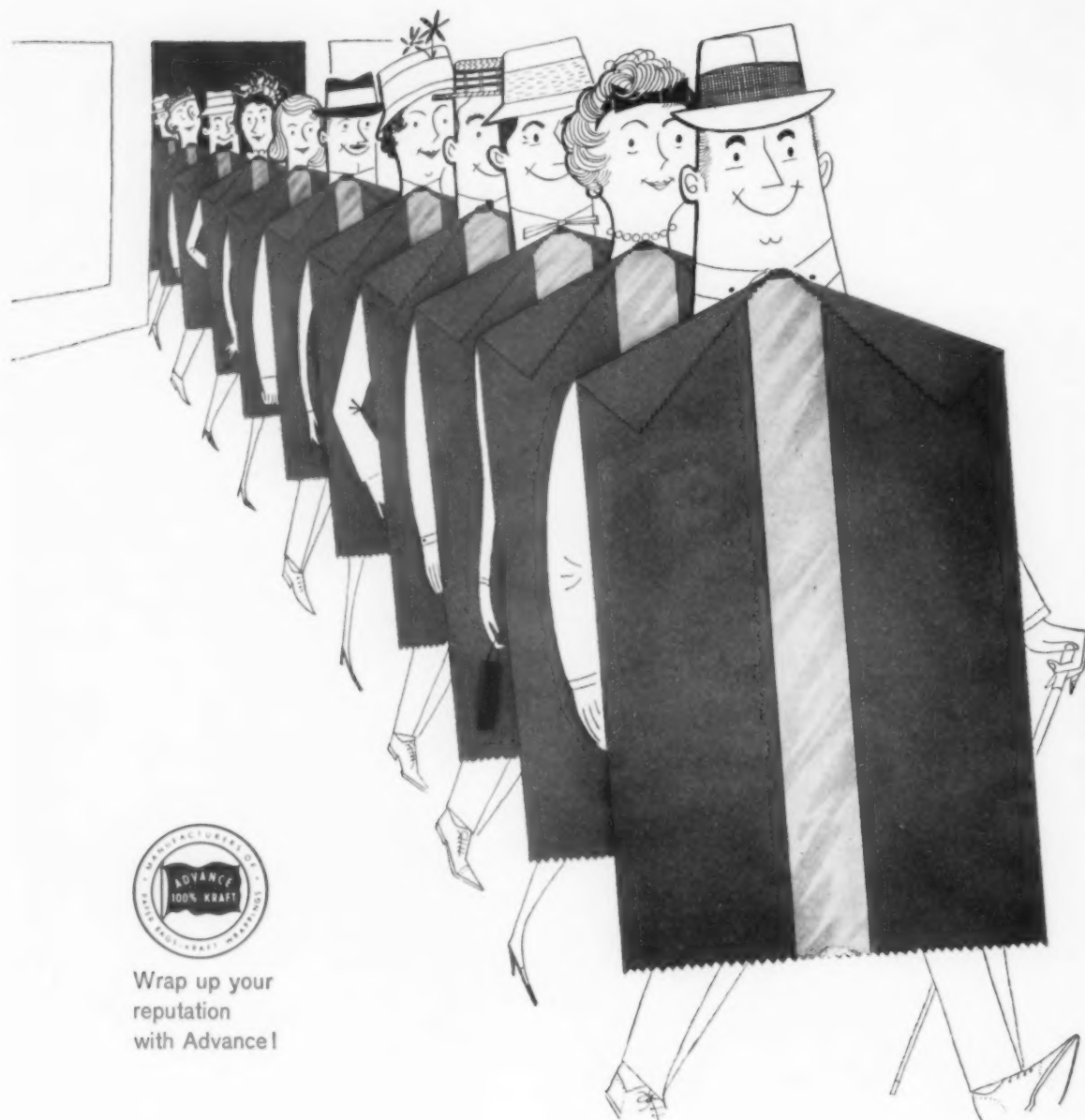
To protect your equipment and assure excellent cleaning performance, a dual component stabilization system has been built into crystal-clear PerSec fluid. Proved through extensive performance tests, you can be sure that even the finest, most delicate fabrics will be safe with PerSec . . . PerSec safe. The exceptional purity of PerSec is preserved in special-lined drums direct from Frontier to you. The handsome blue-plaid drum with top and side bungs and exclusive calibrated dipstick scale adds to your convenience . . . reasons why PerSec is fast becoming recognized as the perchlorethylene that's custom made for dry cleaning.

EXCLUSIVE "DIPSTICK" DRUM SHOWS YOU EXACTLY HOW MUCH PERSEC YOU HAVE LEFT

A convenience feature exclusive to Frontier PerSec is the calibrated "Dipstick" drum. Its two scales give you a quick and accurate dipstick reading, showing exactly how many gallons of PerSec you have left in the drum — no matter whether it is stored upright or on its side.

FRONTIER CHEMICAL COMPANY

division VULCAN MATERIALS COMPANY Wichita 1, Kansas



Wrap up your
reputation
with Advance!

Get in line with a trend towards the best with
...PAPER-VUE by Southern Advance

Paper-Vue caters to the clothes you service, and helps the service you sell! Here's the perfect combination for garment bag construction — see-thru plastic, blended to paper that breathes. So Paper-Vue protects

from moths, soiling and fading, and keeps clothes at their fresh-press best! Even the printing looks brighter on Paper-Vue's take-to-ink surface. And every sale is more apt to repeat, *when you order Paper-Vue today!*

SOUTHERN ADVANCE BAG OPERATION

CONTINENTAL © CAN COMPANY

530 Fifth Avenue, New York 36, N. Y.

illuminated. Several years ago neon lighting was added to give the sign more dramatic appeal during the evening hours.

To this day many oldtimers in the community refer to the familiar symbol as a landmark of good service.

As part of the plant's continuing advertising program a variation of this symbol is used on a lighted billboard. About five years ago the slogan on the billboard was changed to read "Des Moines' *Biggest and Best Washwoman.*"

The plant has rented billboard

space in the same location for over 10 years. Anyone driving on a main thoroughfare through a heavily populated residential area can easily see this colorful billboard. For a little over \$60 a month the billboard advertising has been the chief source of prestige advertising for the plant.

When the plant opened for business in January 1920 the Wilson brothers formed a partnership with A. W. Chennel. Howard Wilson was sales manager, Charles handled production in the plant and Mr. Chennel supervised the office. Mr. Chennel shared

a proportionate interest in the business with his two sons until the early years of the depression in '29.

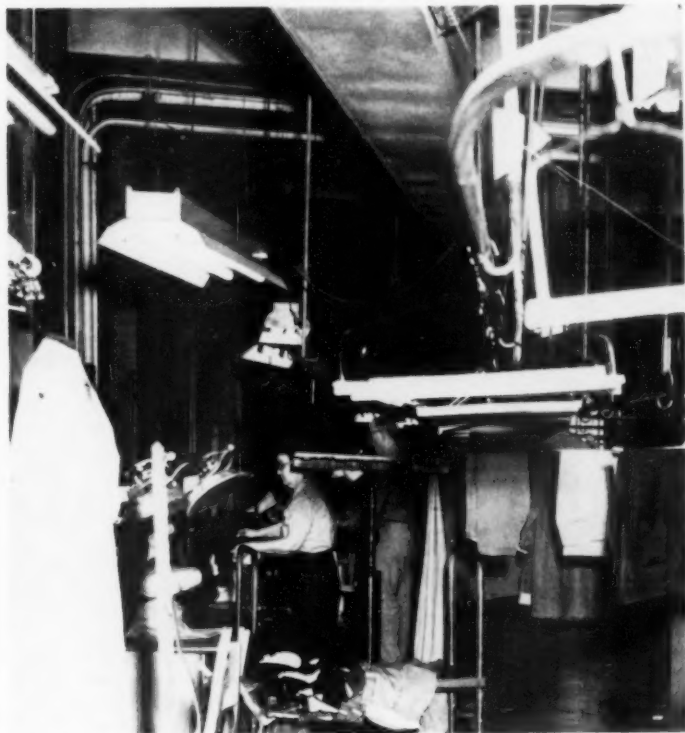
Following Mr. Chennel's death in 1930, the Wilson family severed business connections with their partner's two heirs.

A family affair

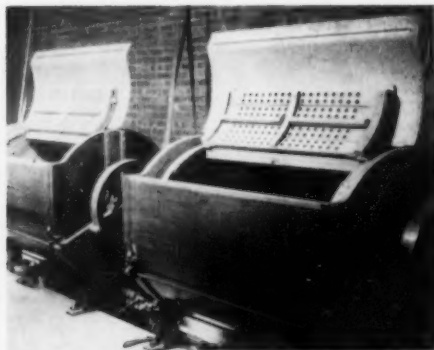
Charles Wilson's three sons, Ward, Wayne and Clarke, worked in every phase of plant operations from the time they were in high school. Early in 1946 Wayne left the plant to accept the editorship of our sister publication, *Starchroom Laundry Journal*. Ward joined an allied trades firm in the Des Moines area during 1954. Clarke, the youngest of the three brothers, has been in charge of plant operations since 1943.

The boys' uncle died in 1951. Their father, Charles Wilson, until his death in 1954 remained acting president of the firm with Clarke as general manager.

The drycleaning department was opened about a year after the plant



Air-driven presses, modern system of slick-rails in drycleaning department spell difference in plant operations today



Wooden washwheels were replaced with more efficient equipment as plant volume increased

The above story is another in a series which began in the March Guidebook issue of *NATIONAL CLEANER & DYER*. To commemorate the 50th year of publication of this magazine we are giving recognition to our oldest subscribers.

The purpose is twofold. First, to honor these long-time readers. But more important, to bring to the newer members of the industry the principles of sound business practiced by these veteran plantowners. Watch for another article next month and in subsequent issues throughout the year.



Finishing department in early years of growth was far cry from today's improved methods



Up-to-date office systems enable counter personnel to post route sales when not waiting on customers in call office



Stencil machines make customer plates, simplify processing statements in cycle billing



Old call office with heavy dark paneling, sliding glass doors and poor illumination had little customer appeal



Tabulating machine verifies the total amounts on the drycleaning tickets that have been processed each day.

was in operation. It originally occupied about 5,000 square feet of floor space along one side of the building. The finishing department was located in what is now the call office.

Two years after the plant was constructed the plantowners purchased another building at the rear of the property. The drycleaning department was moved to this section of the building. It gave them an additional 5,000 square feet of floor space in the plant.

From 1937 to 1941 a rug cleaning department was operated next to the drycleaning department. A storage vault was built for about 5,000 hanging garments when the rug cleaning sideline was discontinued.

The plant has been a continuous user of petroleum solvent since the drycleaning department was opened. Original wooden washwheels were replaced and the plant now has two 42-by-64 washers, one 36-by-40 washer and one 30-by-36 washer. The larger machine is used for heavy garments. Silks and reruns are processed in the lighter machine.

Additional equipment in the drycleaning department includes three 75-pound tumblers, one 100-pound

tumbler and two 30-pound tumblers. The plant operates with two silk finishing units and three wool units. A 30-pound synthetic washer-extractor was installed several years ago.

Throughout the history of the plant an above-average price for drycleaning has been maintained. At present a man's suit or lady's dress is priced at \$1.65. Polyethylene packaging is used on all garments.

In the early 1930's the plantowners purchased a building across the street from the plant. This was converted into a garage for the plant's fleet of trucks. Trucks were previously parked in a lot alongside the plant.

Over 75 percent of total plant volume comes from route business. Average weekly volume is about \$10,000. However, to keep pace with changing markets the plantowners were among the first in the country to provide off-street parking in front of the plant. When the call office was redesigned in 1932 the finishing department for drycleaning was moved to the rear of the plant.

The plant operates 11 family routes and one commercial route at this time. It also processes wholesale work for several other plants.

Trucks are rented

To keep costs down the entire fleet of trucks has been operating on a rental basis since 1953. At that time the garage building was sold to an auto repair firm. Trucks are now stored at the rental agency. Route salesmen call for their trucks at the rental agency and return them at the end of the day.

The plant spends about \$400 per week for rental service. This includes maintenance, storage, insurance, liability costs, etc., handled by the rental agency. Breakdowns, repairs and other routine maintenance are handled directly by the leasing firm. Though operating costs have remained about the same—4.1 percent of sales under the lease agreement—the plantowners believe that it saves them plenty of headaches. At the present time three-quarters of the fleet is made up of domestic-make vehicles, the remaining portion is of import design.

The plant maintains route service in all sections of the city rather than confine operations to any one locality. It is estimated that each truck travels an average of 125 miles per week. Leased trucks bear the familiar trademark and emblem discussed earlier.

Leased trucks have eliminated the plantowners' original capital investment. Also, they don't have the responsibility of servicing the vehicles. As a special service to the plantowners, the leasing agency installed shelving in the trucks for storing laundry bundles and hanging garments—and the trucks are painted once a year.

The plantowners operate on a one-year contract with the leasing firm.

Cascade employs approximately 90 people now. This includes productive employees, route salesmen and office personnel. A number of years ago management combined operations with another plantowner, Gene Hawk. This increased the number of employees to about 200. The new corporation was referred to as the CasMil Company although the name Cascade was

Continued on page 51

Here it is—

Du Pont's Double Barreled Promotion



**BARREL
NO.1**

**"Story of Drycleaning" on TV
May 25... to help you win
more customer goodwill**

**BARREL
NO.2**

**Special promotion...
to help you go after more
"Wash & Wear" business—
beat the "summer slump"**



REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY





Right now—tie in with Du Pont's TV "Show"

Preview of the interesting "Story of Drycleaning"
to be seen on Du Pont's "Show of the Month", May 25

It happened in Paris, they say...

about a hundred years ago



Two servants accidentally spilled lamp fluid on soiled clothes and discovered that the spots and stains disappeared. Thus...



A promising new industry was born. "French" drycleaning shops started up all over the world—but so did a lot of problems...



For one thing, customers complained of poor cleaning and odor left in clothes. In addition, the drycleaning fluid used was highly flammable, and so dry-cleaners were confined to the outskirts of town.



Then in 1933 Du Pont solved these problems by introducing "Perclene" perchlorethylene, a drycleaning solvent that did a fast, thorough cleaning job and left no odor in the clothes. Equally important...



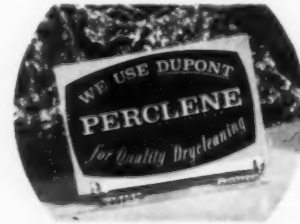
"Perclene" was nonflammable. This meant it was safe for drycleaning to be done in convenient residential locations. This encouraged thousands of neighborhood shops to be set up, offering prompt, high-quality service.



Because "Perclene" is safe and fast, drycleaning can now be done overnight. Commuters can now leave suits for cleaning in the morning, pick them up on the way home. "Perclene" cleans all garments beautifully, including "Wash & Wear".



The rapid growth of the drycleaning industry in America is largely due to Du Pont's development of "Perclene". Today, there are 32,000 drycleaning shops in the United States, giving jobs to a quarter of a million people.



Through the development of products such as "Perclene" perchlorethylene, Du Pont and your drycleaner bring you better, faster, more convenient dry-cleaning service.

• Send for free blowup of this picture story for use in your window

SEE OPPOSITE PAGE
FOR DETAILS

"Story of Drycleaning" on of the Month", May 25!

27 million people saw this Du Pont commercial on drycleaning last December 18. Independent surveys show this highly acclaimed commercial was the most effective ever shown on Du Pont TV.

Du Pont's record-breaking TV commercial—featuring you and your industry—will be repeated by popular demand on the May 25 "Show of the Month". Judging from the reactions to its first TV appearance—everyone liked it—the millions of people who saw it—your national and local trade associations—your trade press—and drycleaners everywhere. The response was so terrific that Du Pont is pleased to show it again—this time on the May 25 Show.

WHAT THIS MEANS TO YOU . . . Another big promotional opportunity for every drycleaner using "Perclene" perchlorethylene. Once again Du Pont—through your local distributor—will supply you with handy pocket-size folders and a window poster that retells the "Story of Drycleaning" commercial (see opposite page).

Display these promotional pieces along with your Du Pont "Perclene" emblem and tie in with the best commercial ever run on the Du Pont TV series—a commercial that's all about you and your industry. Use the ideas below and add a few of your own. Don't miss your second big chance to increase customer confidence and good will. The date of the show is May 25. The time to tie in is *right now*.

FACTS about the Du Pont "Show of the Month" and the "Story of Drycleaning" commercial

1. It's a 90-minute TV show broadcast live coast to coast.
2. It is widely publicized by local CBS-TV stations. These stations also help local businessmen who want to do tie-in advertising.
3. It is designed to build good will for Du Pont products and the businessmen who use them.
4. Young, growing families—your best prospects—represent the largest single group that regularly watch Du Pont's show.
5. Du Pont's "Story of Drycleaning", first seen on the December 18 show, was the best commercial ever presented! An independent study showed 73% (as compared with the average 52%) verified seeing the commercial, and 64% got the message!

†A film print of this 3-minute commercial is available from Du Pont. It's ideal for use by drycleaners at group functions and meetings with customers.

IDEAS To help you tie in and profit with Du Pont's TV commercial



DISPLAY THE "PERCENE" EMBLEM —**PROMINENTLY**—on your window, on your cash register, counter—even your trucks. It's a quick, effective way to tell customers you use "Perclene" . . . the finest of all cleaning solvents. And it adds Du Pont's reputation for quality to your own. See your distributor for an emblem if you don't have one now.

*Call your distributor of "Perclene"—you'll find him listed on the back page of this ad.



GIVE THIS HANDY FOLDER to your customers. It summarizes the "Story of Drycleaning" commercial and has a place for your imprint on the back page. It's just the right size to mail with bills or slip into pockets of finished cleaning—or hand to customers at the counter. Use the folders before and after the show, too.



DISPLAY THE PICTURE-STORY POSTER —It's a big 19" by 22" preview of the drycleaning commercial exactly as shown on the opposite page. This eye-catching yellow-and-black display is ideal for use in your windows or inside your store. Use it to keep on telling the story of your industry—before and after the show.

Tie in—right now—with Du Pont's record-breaking TV commercial—increase good will and customer confidence . . .

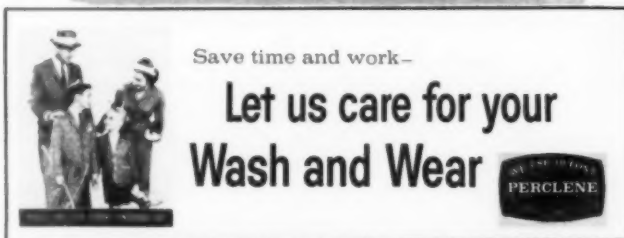
NOW YOU'RE READY TO FIRE BARREL NO. 2!



Go after more with this exclusive

Get these consumer-tested selling aids from your distributor of

DISPLAY THIS WINDOW BANNER PROMINENTLY (11" x 34"). Giant banner tells customers you can save them time and work and asks that they let you care for their "Wash and Wear". Banner also ties you in as a user of Du Pont "Perclene" so you can benefit from the natural association between Du Pont and "W&W".



GIVE THIS FOLDER TO CUSTOMERS

—put it in pockets of finished cleaning, mail it with bills or hand it out at the counter. Folder has the same consumer-tested theme as your window poster . . . tells your customers that all "Wash and Wear" can be drycleaned . . . and that you use Du Pont "Perclene" for quality results. There's space on the back page where you can imprint your name, too.



HAVE EMPLOYEES WEAR THESE BADGES.

Badges are sure-fire conversation starters . . . give employees a chance to talk about "Care for Wash & Wear" and your other services. A "Tip Sheet" is also available for your sales personnel. It gives them suggested answers to pertinent questions about "The care of Wash & Wear".

DISPLAY THE "PERCENE" EMBLEM. It tells customers you use the finest of drycleaning solvents . . . it adds Du Pont's reputation for quality—to your own. Since there's a natural association between Du Pont and "Wash & Wear", customers will react favorably if you let them know you use Du Pont "Perclene" for drycleaning.



"Wash & Wear" business Du Pont Promotion

Du Pont "Perclene"



PUT STORE HOURS DECAL ON YOUR DOOR. Colorful red and blue decal tells customers what your hours are and prominently displays the "Perclene" emblem. No water needed to apply decal. It's coated with pressure-sensitive adhesive . . . adheres strongly to glass.



TELL & SELL WITH THESE NEWS-PAPER MATS, TV & RADIO SCRIPTS & PUBLICITY RELEASES. Two mat sizes are available from your distributor of "Perclene". Each ad tells about your services for "Wash and Wear" . . . shows the "Perclene" emblem. TV, radio scripts and publicity releases are also available.



"PERCLENÉ" CUTS IN YOUR LITERATURE, ADS. One- and two-inch cuts of the "Perclene" emblem are an inexpensive way to add extra sales appeal. Use these cuts in telephone listings, on letterheads or bills.

Facts show "W&W" garments give drycleaners one of the best opportunities for new business. Right now—it's a "natural" to help beat "summer slump"

A consumer survey shows that 43% of owners of "W&W" clothing prefer regular drycleaning. But this is just the beginning of a *big new market* for you—if you promote the benefits of your services—using Du Pont's specially prepared promotional aids.

Du Pont's program is designed (1) to help you *tell* people "W&W" can be drycleaned, and (2) to help you *sell* people on the benefits of your services.

Despite all of Du Pont's continuing efforts to let people know "W&W" garments can be drycleaned, another survey shows that nearly half of the housewives are still not sure. So Du Pont's promotional package includes an attractive banner and folder—to help you *tell* and *sell*—in a positive and effective way. Both of these *selling aids* are based on *consumer-tested* themes. And this summer the new label adopted by the Clothing Manufacturers' Association will also help you tell consumers that men's and boys' suits *can be drycleaned*.

So put an end to the "summer slump." Use the Du Pont promotional ideas and the selling aids described on these pages. Plan now to get a bigger share of "Wash & Wear". Call your distributor of Du Pont "Perclene". He's listed on the back page of this ad.

Start your "W&W" promotion June 1—right after Du Pont's drycleaning commercial appears on TV, May 25.

Facts About Your "Wash and Wear" Sales Opportunity

FACT: "Wash & Wear" is helping to increase actual and potential drycleaning business.

Here's how:

- ✓ "W&W" garments increase size of family wardrobes
- ✓ 43% of "W&W" owners prefer regular drycleaning

FACT: Drycleaner can and should go after more "Wash & Wear" business.

- ✓ All "Wash & Wear" suits can be drycleaned
- ✓ Drycleaner can do a better job of cleaning and finishing . . . and can **SAVE** the customer time and effort
- ✓ Drycleaner can clean more "W&W" suits per loading
- ✓ "W&W" garments are easier to dryclean

FACT: People like and want "Wash & Wear" clothes.

Here's why:

- ✓ Lightweight and comfortable
- ✓ Outstanding neatness retention
- ✓ Ease and choice of care
- ✓ Reasonably priced and fashionable

RESULTS: "Wash & Wear" is here to stay and will continue to grow. Your business will grow, too, if you go after your share of "Wash & Wear". Start promoting your services now!

Order ammunition for both barrels of this promotion from your distributor of "Perclene". His name and address are on the back of this page.



Use Du Pont's Double Barreled Promotion

1. Right now tie in with Du Pont's "Story of Drycleaning"—it will help you increase customer confidence and good will.

2. Starting June 1—beat the "summer slump". Go after more "Wash and Wear" business with Du Pont's special promotion.

ACT NOW . . . CALL YOUR LOCAL DISTRIBUTOR OF "PERCLENÉ"—America's first perchlorethylene and still the finest you can buy. And you get *sales-winning* programs and *cost-cutting* technical services—all at no extra cost!

ALABAMA

BIRMINGHAM
Phenix Supply Company
MOBILE
Rudolph Ramelli, Inc.

ARIZONA

PHOENIX
Goss-Jewett & Company, Inc.
TUCSON
Goss-Jewett & Company, Inc.

ARKANSAS

LITTLE ROCK
Barada & Page, Inc.
Rudolph Ramelli, Inc.

CALIFORNIA

LOS ANGELES
Ajax Supply Company
Goss-Jewett & Company, Inc.
United Chemical & Supply Company
SAN DIEGO
Goss-Jewett & Company, Inc.
SAN FRANCISCO
Goss-Jewett Co. of Northern Calif.

COLORADO

DENVER
Braun-Knecht-Heimann Company
McKesson & Robbins, Inc.

CONNECTICUT

HARTFORD
M. Gilston, Inc.
WATERBURY
Hubbard-Hall Company

DISTRICT OF COLUMBIA

WASHINGTON
W. P. Ballard & Company
Morris & Eckels, Inc.
Stadham Company, Inc.
Sterling Supply Corp.

FLORIDA

MIAMI
Bali Supply Company
TAMPA
Lenfestey Supply Company

GEORGIA

ATLANTA
Phenix Supply Company

IDAHO

BOISE
Laundry Supply Company

ILLINOIS

CHICAGO
Big Ben Petroleum Products Co.
H. Kohnstamm & Company, Inc.
ROCKFORD
Industrial Oil & Chemical Co.

INDIANA

EVANSVILLE
P. B. & S. Chemical Company
INDIANAPOLIS
Wm. Lynn Chemical Company, Inc.

KANSAS

WICHITA
Barada & Page, Inc.

KENTUCKY

HENDERSON
P. B. & S. Chemical Company

LOUISVILLE

The Fry Brothers Company
McKesson & Robbins, Inc.

LOUISIANA

BATON ROUGE
Barada & Page, Inc.
NEW ORLEANS
Barada & Page, Inc.
Rudolph Ramelli, Inc.
SHREVEPORT
Rudolph Ramelli, Inc.

MARYLAND

BALTIMORE
W. P. Ballard & Company
Morris & Eckels, Inc.
Stadham Company, Inc.

MASSACHUSETTS

ALLSTON
American Dryco & Machinery Co.
BOSTON
Howe & French, Inc.

FALL RIVER

Borden & Remington Co.
HOLYOKE
Eastern Chemicals, Inc.

MATTAPAN

I. Goldfarb & Sons, Inc.
WORCESTER
Chemical Sales & Service Co., Inc.

Worcester Distributors Corp.

MICHIGAN

DETROIT
Eaton Chemical & Dyestuff Company
Flom's

Grow Solvents Company, Inc.
J. Levin Sons Company
FLINT

DETROIT WOOLLEN COMPANY

GRAND RAPIDS
Haviland Products Company
Root & Company

MINNESOTA

MINNEAPOLIS
McKesson & Robbins, Inc.
ST. PAUL
Worrum Chemical Company

MISSOURI

KANSAS CITY
Barada & Page, Inc.
ST. LOUIS
Barada & Page, Inc.
McKesson & Robbins, Inc.
G. R. Schmidt & Company

NEBRASKA

OMAHA
McKesson & Robbins, Inc.

NEVADA

LAS VEGAS
Goss-Jewett & Company, Inc.

NEW HAMPSHIRE

DURHAM
Craig Supply Company, Inc.

MERRIMACK

New England Chemical Supply Co.

NEW JERSEY

GARFIELD
Soalco Products Company, Inc.
ROCHELLE PARK
The Dizo Company

NEW YORK

BINGHAMTON
Collier Chemicals Div.
(Eastern Chemicals, Inc.)
BUFFALO
Frontier Alkali Corp.
H. D. Taylor Company
JOHNSTOWN
S. H. Ireland Chemical Company

(Eastern Chemicals, Inc.)
LONG ISLAND CITY
Co-Apco Cleaners Equipment Corp.

NEW YORK

H. Kohnstamm & Company, Inc.
West Side Corporation
POUGHKEEPSIE
Duso Chemical Company, Inc.

RENSSELAER

Eastern Chemicals, Inc.
ROCHESTER
A. Nusbaum & Sons, Inc.

SYRACUSE

Eastern Chemicals, Inc.
NORTH TONAWANDA
Riverside Chemical Company, Inc.

NORTH CAROLINA

GREENSBORO
W. P. Ballard & Company

OHIO

AKRON
Belenky, Inc.
CINCINNATI
The Fry Brothers Company

McKesson & Robbins, Inc.
CLEVELAND
Carman Supply Company

The Fry Brothers Company
Mathco Chemical Company
COLUMBUS
McKesson & Robbins, Inc.

E. J. Thomas Company, Inc.
DAYTON
Industrial Chemical Products Co.

TOLEDO
Grow Solvents Company
Toledo Dry Cleaners & Laundry Supply Co.

Louis Wasserstrom & Company, Inc.
YOUNGSTOWN
Superior Chemical Products Co.

OKLAHOMA

OKLAHOMA CITY
Barada & Page, Inc.
TULSA
Barada & Page, Inc.

OREGON

PORTLAND
Great Western Chemical Company
Osmund & Company

PENNSYLVANIA

ERIE
Belco Supplies, Inc.
JOHNSTOWN
Stadham Company, Inc.
PHILADELPHIA
Wm. Barnett & Sons, Inc.
E. J. Rutherford & Company
Stadham Company, Inc.
Sterling Supply Corporation
PITTSBURGH
M. M. Baddeley, Inc.
Carman-Pittsburgh Company, Inc.
Fort Pitt Chemical Company

RHODE ISLAND

PROVIDENCE
Borden & Remington Company

TENNESSEE

CHATTANOOGA
Burkart-Schier Chemical Co.
KNOXVILLE
Burkart-Schier Chemical Co.
MEMPHIS
Ideal Chemical & Supply Co.
NASHVILLE
Burkart-Schier Chemical Co.

TEXAS

CORPUS CHRISTI
Barada & Page, Inc.
DALLAS
Barada & Page, Inc.
Dallas Tailor & Laundry Supply Co., Inc.
FORT WORTH
Barada & Page, Inc.
Dallas Tailor & Laundry Supply Co., Inc.
HOUSTON
Barada & Page, Inc.
ODESSA
Barada & Page, Inc.

UTAH

SALT LAKE CITY
Laundry Supply Company, Inc.

VIRGINIA

NORFOLK
Morris & Eckels, Inc.
Sterling Supply Corporation
RICHMOND
Laundry & Dry Cleaners Suppliers
(Div. of Phipps & Bird, Inc.)
Virginia-Carolina Laundry & Supply Corp.

WASHINGTON

SEATTLE
Great Western Chemical Company

WEST VIRGINIA

CHARLESTON
Southern Chemical Company
HUNTINGTON
W. T. Rife & Company, Inc.
WHEELING
Pennsylvania & W. Virginia Supply Corp.

WISCONSIN

MILWAUKEE
O'Donohue Sales Company
McKesson & Robbins, Inc.

PERCLENÉ
PERCHLORETHYLENE

E. I. du Pont de Nemours & Co. (Inc.)
Electrochemicals Dept.—Chlorine Prods. Div.
Wilmington 98, Delaware



BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

NATIONAL CLEANER & DYER

Continued from page 44

maintained for all practical purposes.

At the time of the merger many pieces of equipment owned by Mr. Hawk were brought into the plant. Some time ago Mr. Hawk relinquished his interest in the firm to open his own plant in the same city.

Cascade has used a consistent series of newspaper advertisements for many years. Each advertisement has been planned to stress quality and service—and keep the name of the plant in the consumer's mind. Two-column-by-10-inch advertisements are run on the women's page of the local newspaper once a week—52 weeks a year. Total advertising expenditures run about 3 percent of gross volume. In addition the plant uses two spot commercials per day on one of the radio stations.

For many years the plantowners used the services of an outside advertising agency who helped prepare all forms of radio and newspaper copy. However, advertising is now prepared by the plantowners on a monthly basis. About 2½ percent of gross sales is spent on newspaper, radio and billboard advertising.

The plant keeps close contact with newcomers to the city. A steady barrage of direct-mail pieces goes out to route customers. Postcards are also used, offering a 50 percent discount on all new orders sent to the plant. The lists of newcomers to the city are obtained from the local Chamber of Commerce.

Another form of publicity has been used extensively by Cascade. Plastic rain hats in covers imprinted with the name of the plant have been distributed on the routes and in the call office. These cost about 9 cents apiece and have been a great public relations booster for the plant. Over 10,000 are distributed each year.

Billing system modernized

The plant is always looking for better ways to improve route service. Of the 2,500 accounts serviced about 2,000 are on a monthly charge account basis. As a convenience to the accounts and at the same time to simplify procedures in the plant a system of cycle billing was recently installed.

Previously, a single ticket was used in pricing drycleaning. A duplicate ticket was used in the laundry department. It was never a practice to include an itemized list of work processed during the month when statements were sent out.

Information from each drycleaning or laundry ticket was transposed by hand into an entry book. Information consisted of the customer's name, address, type of service and amount

of the order. Tickets were sorted in the office by route number. Mistakes were occasionally made when the information was transposed to the ledger books. Customers complained because they were not furnished with an itemized account of their monthly charges.

New marking tickets were made up before the cycle billing system was installed. The tickets have a second, third and fourth copy. Various copies are used in the marking room, in the office and for the customer. The final copy is included with the customer's monthly statement.

When the new billing system was installed all accounts were divided alphabetically into 10 cycles. Cycles are spaced three days apart throughout the month. Each cycle runs as high as 300 statements. From this schedule customers know exactly when to expect a billing statement each month.

As an illustration, if a customer's last name begins with "H" the statement will cover transactions through the 12th of each month. Customers were notified of the change in billing procedure after the cycles had been set up, as follows:

Customer's Last Name Beginning With	Statements Covering One Month Ending
A-B	3
C-D	6
E-F-G	9
H-I	12
J-K-L	15
Mc-M-N	18
O-P-Q-R	21
S	24
T-U-V	27
W-X-Y-Z	29

Oversized ledger cards formerly used for each account occupied rows of shelving space. And it meant trans-



Compact file cabinet holds metal trays containing customer accounts by cycle

porting them to the safe every night in case of fire or theft.

Although a stencil machine was used to prepare a plate for each customer, figures on the monthly statements were itemized by hand. It took three or four office workers to prepare statements each month for the charge accounts.



Monthly statements are prepared on computing machine in cycle billing system

A computing machine and an accounts-receivable file were purchased for about \$2,500. Information concerning each account is housed in a compact, fireproof file which takes up a minimum of space in the office.

New ledger cards were prepared for each customer using the plates from the stencil machine. The smaller sized ledger cards are filed in metal trays. These are housed in the accounts-receivable file. Each tray is divided into a certain number of cycles.

With the new system of billing one portion of the drycleaning or laundry ticket is checked individually on a validating machine. The date, route number, amount on the ticket and the customer's name are verified. The validated tickets are totaled, then broken down alphabetically into cycles.

Total entries for each cycle are entered daily on a control sheet. Each sheet in the control book is used for a specified cycle. Tickets are arranged alphabetically by cycle. They are then filed behind the ledger card in the accounts-receivable file.

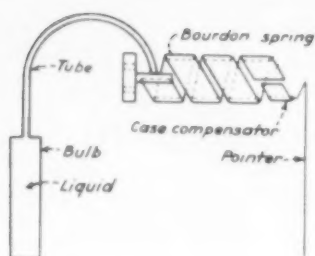
Statements are prepared for each customer from his corresponding ledger card well in advance of the billing date.

At every billing cycle one operator removes a tray of tickets, tabulates the number of tickets per customer and includes a copy in each monthly statement.

Saving in office labor

With the new system it takes one operator about three hours a day to prepare a cycle for mailing. This includes stuffing the envelopes and enclosing a self-addressed envelope for remittance.

Reading issue after issue of *The NATIONAL CLEANER & DYER* has helped plantowner Clarke Wilson formulate many of the methods and ideas used in the plant today. In fact, he reports that he got his original idea for revamping his office procedures from a former Guidebook issue which analyzed the subject of customer control a few years ago. # #



Figs. 1 (above) and 1A (below). In liquid-filled thermometers the bulb, tube and bourdon spring are completely filled under high pressure

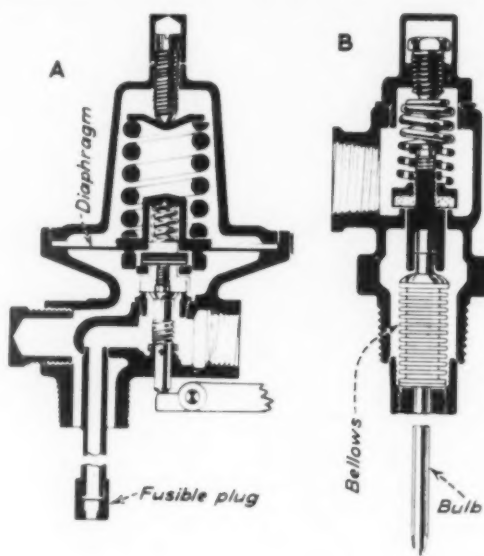
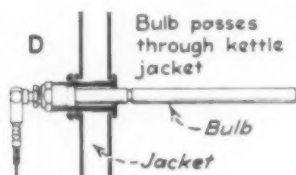


Fig. 2. Temperature relief valves. A is fusible-plug type, B is bellows type

How to regulate

Pressure and Temperature

By JOSEPH C. McCABE

THE DRYCLEANING PLANT with its typical work load consisting of batches of garments undergoing cleaning or pressing has always been a natural for control valves and especially temperature and pressure regulators. Today, the wide range of fabrics, both natural and man-made, have their own special temperature problems. As a result the drycleaning plant cannot operate successfully without such aids.

Temperature controls

The purpose behind temperature control is readily apparent. Here we are face to face with fabric limitations. For example, with some of the synthetic materials if you get too hot a temperature you can, as you well know, actually ruin a garment. Yet there are other factors less apparent.

These silent factors can all be grouped under the heading of economy.

A steam-heated press is one instance. There is no point in allowing the press surface temperature to run appreciably higher than equipment design calls for because all you are doing is heating up the surrounding area—and in a very poor way, too, if you think this heating is a hidden blessing. So for this reason, primarily, temperature-control devices have been made part and parcel of all drycleaning equipment.

Water and steam

Many devices use hot water or steam to provide the heat. Establishing control over these heat sources is not quite as simple as is the case for electricity. The usual way of controlling the temperature within a pipe or

a tank is to employ a bulb (Figs. 1 and 1A) which is filled with a liquid.

There are, as you might guess, a number of liquids or gases which will expand under temperature and, what's more, expand a definitely measurable amount. These liquids or gases are pumped into the bulb and its attached tubing and sealed in. The opposite end of the bulb is connected to a spring or a coil so that as the gas or liquid expands or contracts the spring or coil will move with it. This movement can either be made to show temperature or be used to push an electric switch. This switch, in turn, will feed or shut off electricity to a motor that operates a valve or runs a pump. Again we are using the simplest of arrangements.

Temperature-regulating valves perform many operations. They serve also as safety devices. Fig. 2 shows two

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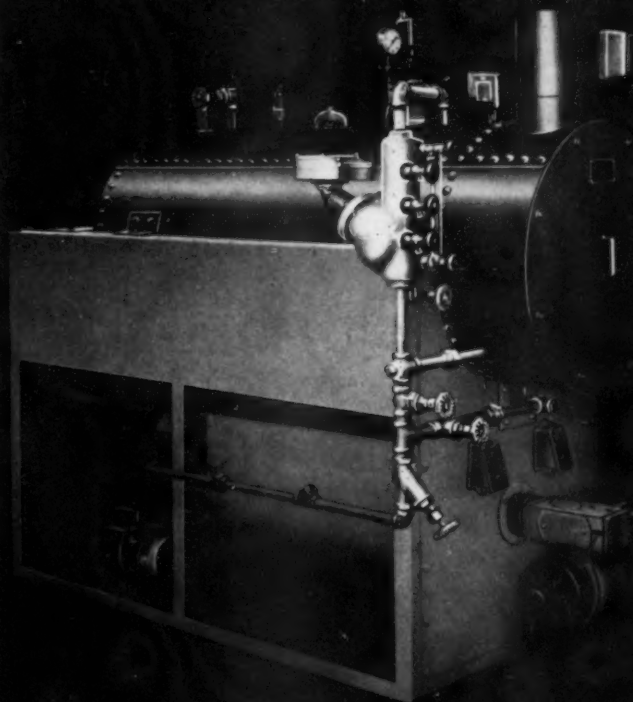
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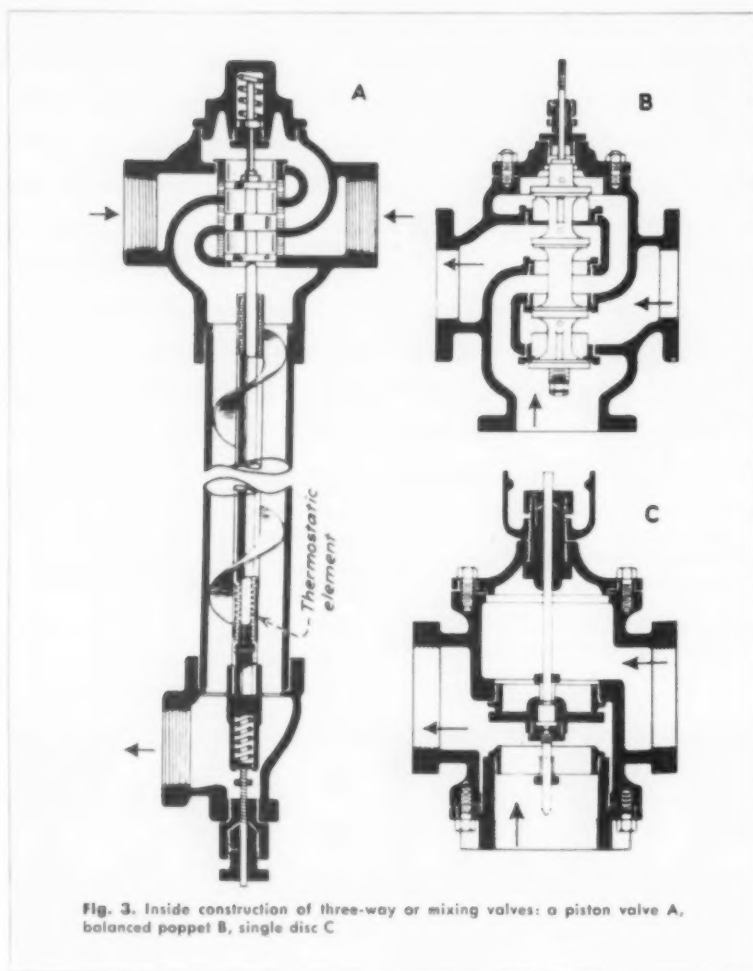
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types of temperature-relief valves. The one on the left uses an ordinary fusible plug. The valve at the right has a bellows installed that has been filled with a liquid, like the bulb of Fig. 1. If a tank heats up beyond a certain point the bellows will expand enough to move the valve and lift it off its seat. When the temperature again resumes its seat and the tank is ready to operate.

This is the one serious objection to the fusible-plug idea. Once the plug meets and opens the tank so it can vent itself and cool off, the whole assembly has to be removed and a new fusible plug installed.

A second form of temperature regulating valve (Fig. 3) is the three-way valve. It is designed to mix hot and cold waters or liquids, divert flow through either of two lines or, in reverse, maintain desired temperature in a vessel or tank. The valve in Fig. 3A uses a piston and passes the mixture around the operating bellows. B has a balanced poppet and C a single-disc inner valve. Both of these may be operated by a bellows, too, or a bulb arrangement that connects up with and moves a diaphragm.

For mixing purposes, pressure in both supply lines should be about the same to keep the plug as nearly balanced as possible. In this capacity a three-way valve acts as a throttling device to balance the flow from both sources to maintain a uniform flow.

When these valves are diverting flow, the valve disc closes one or the other part. To maintain a vessel tem-

Continued on page 57

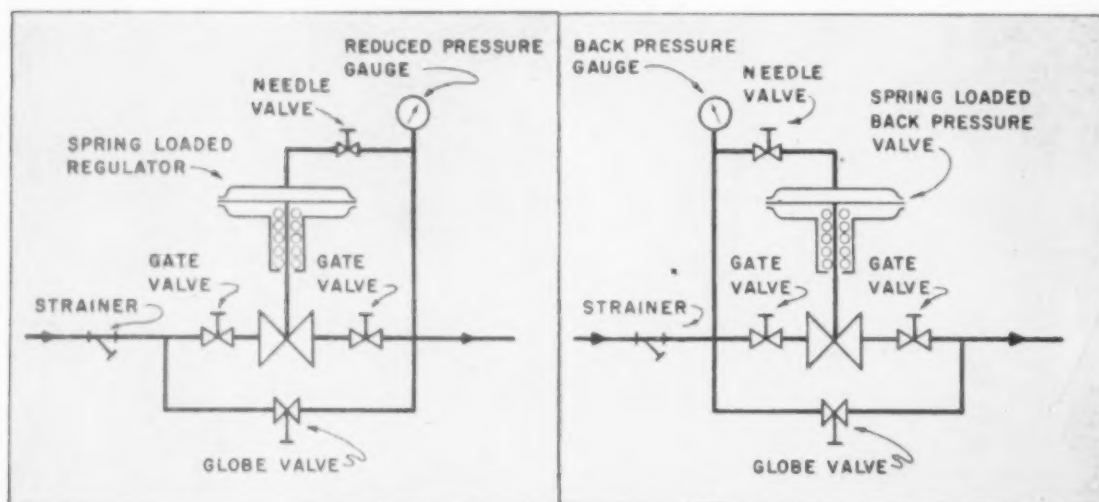
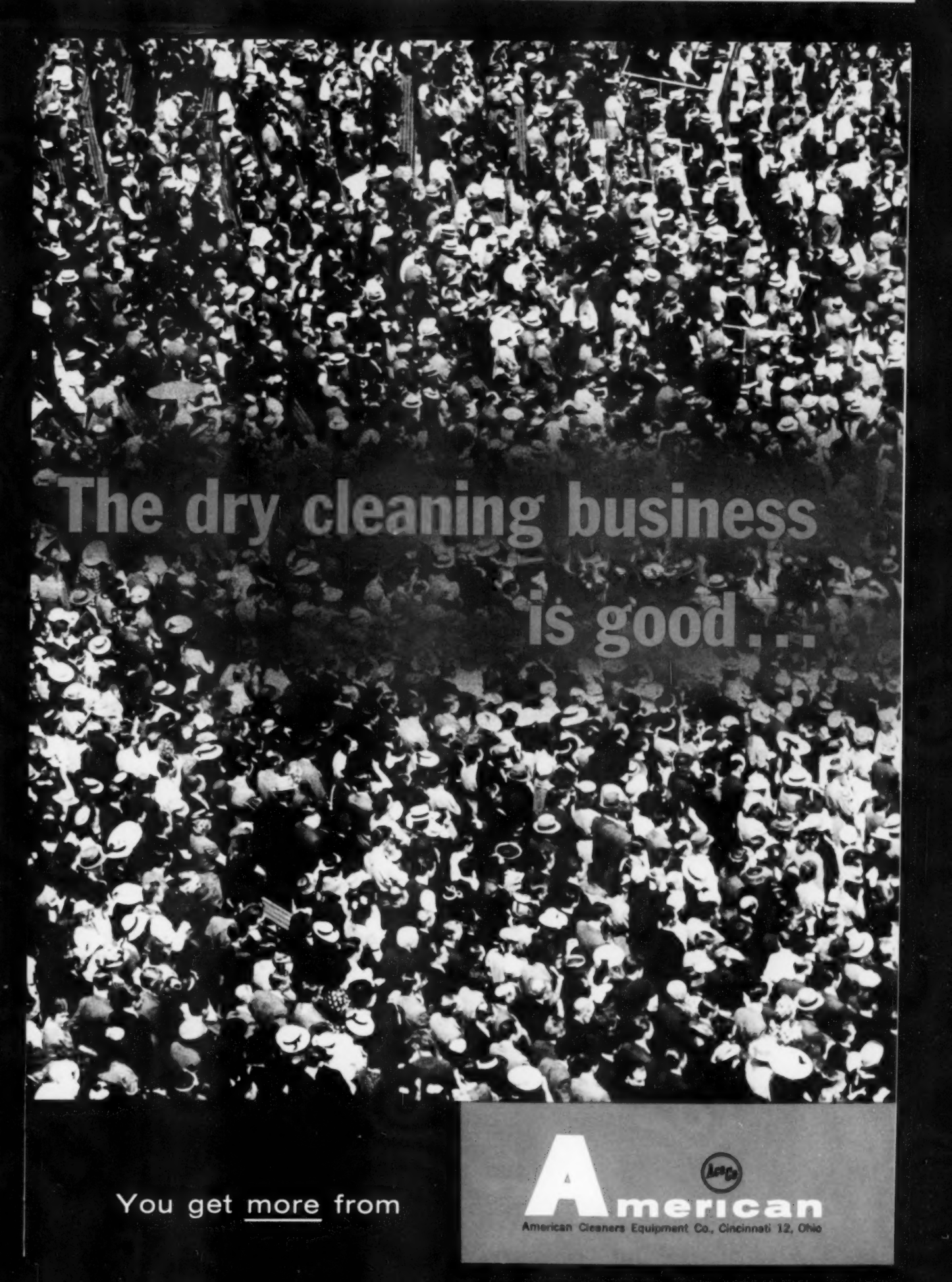


Fig. 4. Pressure reduction is the most common application for regulators. The inner valve indicated in this schematic diagram is of the direct-acting type so that the spring—or weight—tends to open the valve. The pressure connection is made on the downstream side as shown in this diagram

Fig. 5. Back pressure or relief control is another job frequently handled by regulators. The inner valve is of the reverse-acting type so that the spring or weight tends to close the valve. Increasing diaphragm pressure causes it to open. Pressure connection is made on the upstream side

A high-contrast, black and white photograph showing a dense, chaotic pile of dry cleaning lint and debris. The material consists of numerous small, dark, irregular clumps and fibers, creating a textured, almost abstract background. The lighting is dramatic, with bright highlights and deep shadows, emphasizing the volume and mess of the material.

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American Cleaners Equipment Co., Cincinnati 12, Ohio
Division of The American Laundry Machinery Company

Continued from page 54

perature the flow goes through the valve in reverse and acts to recirculate most of the hot water, adding only enough cool water to maintain desired temperature.

Pressure regulators

Pressure regulation is as old as the use of steam.* The pressure gauge was the first industrial instrument and the pressure regulator was the earliest type of industrial control. It can be asked to do any of these: (1) maintain a uniform reduced pressure; (2) maintain a uniform back pressure; (3) relieve excess pressure or vacuum; (4) maintain a uniform differential pressure; (5) maintain a uniform reduced pressure by a two-stage reduction; and (6) govern a pump at constant or differential pressure. Fig. 4 illustrates proper installation of a pressure regulator for pressure reduction; Fig. 5 for back-pressure control.

A pilot-operated regulator has advantages over the self-operated type because it is more convenient to adjust and to service and is more versatile in its ability to handle extremes of supply or demand conditions. However, it is more expensive to buy and costs more to install. In addition, since the pilot-operated type consumes compressed air, an operating cost is entailed.

A self-operated regulator, plus its pressure connecting line and the fluid line being controlled, constitutes a closed control loop which is desirably short and uncomplicated. There is very little signal lag in such a control system and, in this respect, the self-operated type enjoys a slight advantage over the pilot type. With a self-operated regulator, when the pressure tends to change, the corrective action begins almost simultaneously. There is no dead zone, lost motion, relay or mechanism delay.

If load variations are large, either because of considerable pressure changes on the supply side or because of variations of large magnitude on the demand side, the valve opening must be maintained at various positions. A "throttling range" is needed.

What is a throttling range? In order to handle varying loads with self-operated regulators the pressure in the diaphragm chamber must vary slightly from the set point. It is necessary to compress the spring or to lift the weight more or less . . . in order to hold the valve steadily at different openings. This spread or span of dia-

phragm loading is spoken of as throttling range. Throttling range is always desirable because it produces stability of control in contrast to the hunting action you get with on-off controls which occurs when throttling range is absent or insufficient.

If your evaluation of cost, pressure fluctuations and load changes enables you to use either self-operated or pilot-operated types, several other points should be considered before making your final decision.

The set point of a self-operated regulator is adjusted by reloading the spring-loaded types or by moving the

weight along the beam in weight-loaded types. If there are several customary set points, reference markings can be used to facilitate shifting from one set point to another. The pilot-operated unit has a set-point knob like your TV set which you can adjust just as easily.

Obviously, then, in the matter of closeness and convenience of set-point change, pilot-operated regulators have considerable advantage over the self-operated types.

Frequent change of setting point also necessitates consideration of con-

Continued on page 98



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NO EXTRA CHARGES FOR:

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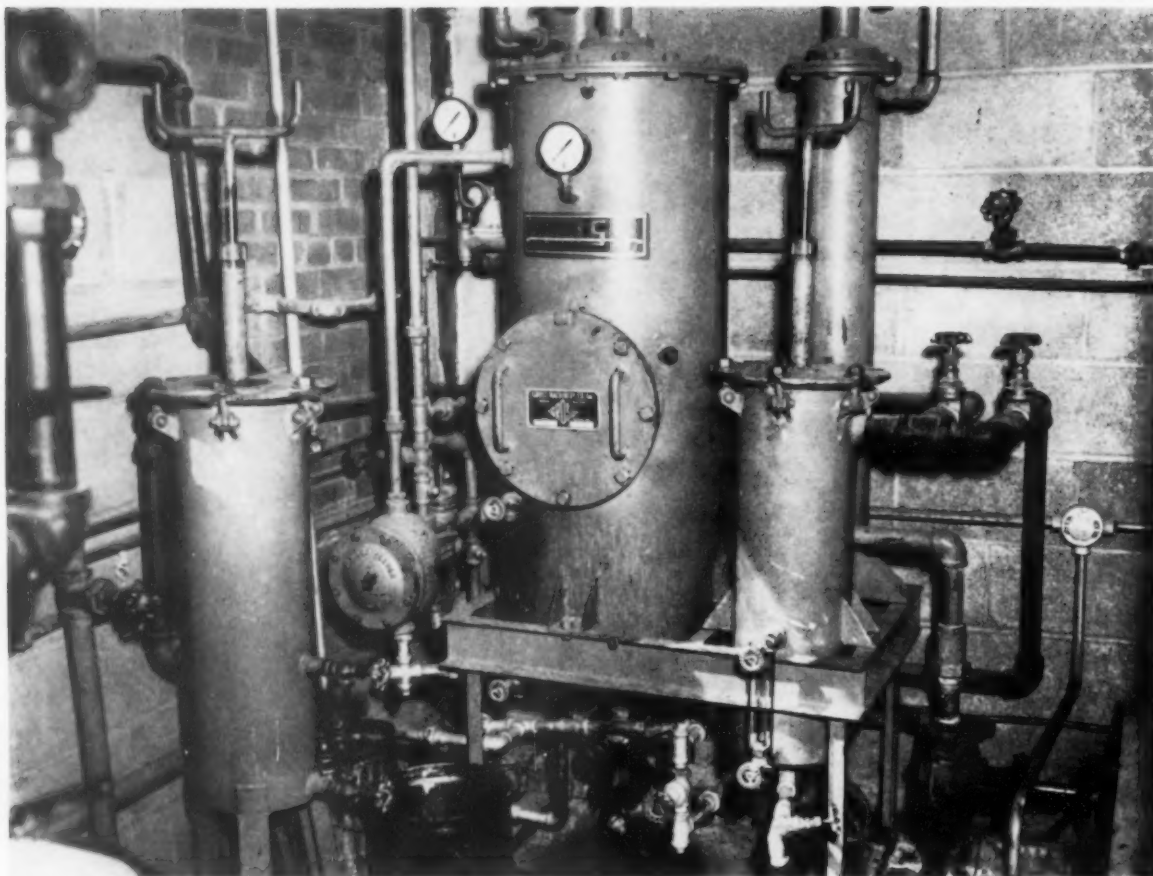
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*For a more detailed explanation of the many points to consider in selecting pressure regulators write for the bulletin "Pressure Regulators and How To Select Them" by Kieley & Mueller, Inc., Middletown, N. Y.



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A major supply cost for the dry-cleaner is the solvent used in his plant. And the proper maintenance of that solvent—to obtain the highest quality work and the best mileage—should be one of his biggest concerns.

In this and the next two issues we will discuss the subject in depth. We will cover the problems, and their answers.

The first article, on these pages, covers problems common to the petroleum and synthetic user alike. Next month we will deal exclusively with petroleum, followed by an article on perchlorethylene.

These articles are designed to help you operate most efficiently, with no loss of quality. Without the latter, internal savings mean little.

Are You Getting the Best Results From Your Solvent?

Proper maintenance, controls
can add to your mileage and quality

By ART SCHUELKE

THE VERY TERM "drycleaning" stems from the nonaqueous solvents we use. Yet, while solvents are literally the lifeblood of the business, they receive from many plantowners the least attention of all the supplies and equipment used.

Whether you use petroleum or synthetic solvent, there are certain common problems. And, unless they are solved, they can have a tremendous effect on sales and profits. Poor clean-

ing and waste do not make for success in this business.

There are comparatively few plants that cannot help but improve their quality and costs if they explore, and do something about, these three factors:

1. Keep solvent fresh.
2. Use proper controls.
3. Keep system clean.

Each of these points covers broad areas, far beyond the three words used to describe them. On the first, for ex-

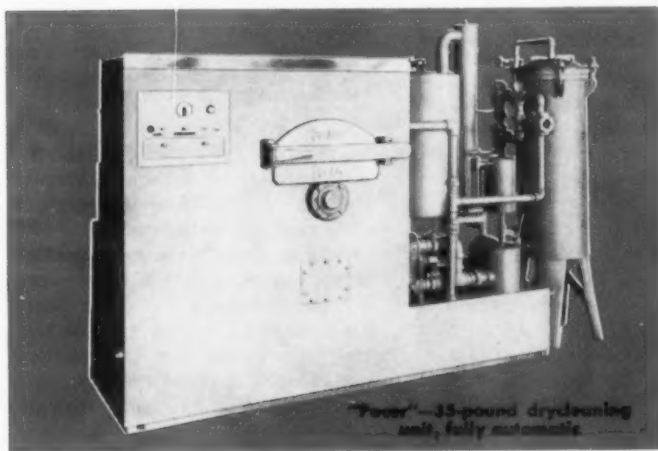
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MANUFACTURING CORPORATION, Pawtucket, Rhode Island

Basic Facts You Should Know About Petroleum Solvents

*A frank discussion concerning the products
that let the drycleaning industry come of age*

IN ORDER not to be biased on the subject of petroleum solvents we will limit ourselves to the facts, some of which are often overlooked or lost in the confusion of the extensive advertising of competitive drycleaning solvents.

Poor promotion by the petroleum industry

The many refineries producing Stoddard Solvent type drycleaning solvents have not to date considered it necessary or practical to jointly promote the many advantages derived from the use of petroleum drycleaning solvents. On the other side, the few manufacturers involved in producing non-petroleum type drycleaning solvents have made considerable inroads into the drycleaning solvent business, mainly through extensive promotion. While we realize that our company cannot alone combat the continuous adverse publicity directed toward petroleum solvents, we do believe that we have an obligation to the drycleaning industry by virtue of its loyalty to us over the years to make sure that the *whole* story is told.

Development of the drycleaning industry through petroleum solvents

It is our sincere opinion that the drycleaning industry became of age primarily through the efforts of the

petroleum industry and the development of Stoddard Solvent and the 140F type solvent. During the years of development from gasoline to Stoddard Solvent in the drycleaning industry some of the refineries tried to keep up with each new demand. Anderson-Prichard Oil Corporation is proud of the fact that it made the first solvent to Stoddard specifications. Besides developing solvents with faster drying times, Anderson-Prichard Oil Corporation also developed a depolarized solvent which answers several other problems as well as improved drying time.

Development of small package units

Following this period we had the initial promotion of "one-hour" and "four-hour" service. Primarily because of inadequate communication to the industry by manufacturers of petroleum solvents in the face of well-directed competitive advertising, the drycleaner came to the conclusion that the answer to his giving fast service would have to come from solvents other than petroleum. This led to the development of small package units and a decrease in the sale of new petroleum equipment. If, instead of jumping before he looked, the drycleaner had seriously analyzed his own problem and had made the production changes necessary for faster service, he would have discovered that the petroleum indus-

try is always capable of producing solvents to meet new requirements.

Limitations of petroleum solvents

There is no argument against the shortcomings of petroleum solvents insofar as use in hotels and apartment buildings is concerned. Other than those places furnishing living quarters, there is a petroleum solvent for practically every location normally used. We do not admit that the flash point characteristics of petroleum solvents confine their use to the outskirts of town as is sometimes claimed.

Meeting fast service claims

When you think of fast service you probably have been looking at the many "One-Hour" signs. The clear-thinking petroleum drycleaner has met these one-hour promotional claims, and except to create a few specials in the plant (one-hour cleaning is also a special in the package plant) has had no problems. The claim made against one-hour cleaning in petroleum solvents has been one of odor left in garments. This has been a false claim for years and is dated with the Model-T. It must be admitted that in the early days of drycleaning odor was a problem. This problem, however, was licked years ago by the petroleum industry. Yet

manufacturers of other type solvents still claim to be eliminating odor in drycleaning. The reason for this continuous unfounded claim is undoubtedly due to their lack of being able to show real advantages.

Let's be realistic

Let's be realistic about this question of petroleum solvents. Stoddard Solvent with a minimum flash point of 100°F usually requires an especially built cleaning room. This is normally in a location that allows the room to be separate from any other adjacent buildings. Although this does limit somewhat the locations available for Stoddard Solvent plants, there are still many suitable areas in every town where Stoddard Solvent could be used. After the initial investment of meeting Stoddard Solvent restrictions the versatility of the solvent and, of course, the price has made this type solvent plant the one which handles the major volume of drycleaning done in this country.

Deodorized Apco 125

Deodorized Apco 125 is a deodorized drycleaning solvent which guarantees no residual odor and dries so fast that the drycleaner with the washer capacity can more than meet his competition. This solvent is used to aid the Stoddard Solvent plant in maintaining its service position in the community. Besides removing the odor in the plant and in the garments completely, Deodorized Apco 125 will practically eliminate shrinkage through lower tumbler temperatures and, of course, creates a minimum health hazard. Deodorized Apco 125 is the answer to the Stoddard Solvent user interested in staying up with the times.

140F type plants

Some years ago there was a need for small petroleum units that

could be operated in locations not suitable for Stoddard Solvent. These units would require a solvent with a higher flash point than Stoddard Solvent and would be safe to operate in practically any building not used for living quarters. To satisfy this demand a 140F type petroleum solvent was developed. This solvent was required to have a minimum flash point of 138.2°F. In order to refine a petroleum solvent with this higher flash point it was necessary to make the solvent heavier which resulted in a longer drying period than that required for Stoddard Solvent. A 140F type solvent has been very successful over the years. The extensive promotion, however, directed towards fast service has hindered the 140 operator primarily due to his lengthy drying time.

Deodorized 140F

Feeling as we do that petroleum solvents are still the life blood of the cleaning room we have developed a deodorized 140F type solvent that not only will give the cleaner the safety factor needed but also will reduce drying time in line with the fast service required. Deodorized Apco 140 is the newest drycleaning solvent being offered to the industry. Since most building restrictions for this type plant are very minor, we believe that with Deodorized Apco 140 the petroleum solvent plant now has new life and should resume its development.

Why Petroleum? The facts are many and examples such as competitive fast service, versatility, no dye problems, lower solvent cost and low toxicity should be clues to anyone interested in either changing solvents or starting into the drycleaning business.

For detailed information regarding Deodorized Apco 125 and Deodorized Apco 140 we suggest you contact your Apco distributor or write direct to Anderson-Prichard Oil Corporation, Liberty Bank Building, Oklahoma City, Oklahoma.

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Continued from page 58

ample, distillation would appear to cover the problem. But it also involves the use of activated carbon. There is also the necessity of using the proper amount of detergent to maintain a correct charge. (Since an overwhelming majority of plants are on the charged system, we will discuss that in this article.)

Nothing will keep solvent purer, cheaper, than distillation. Certain adsorptive filter powders will supplement the work of the still but can never equal the job. I am not including activated carbon in that statement. This is a must in any plant with or



Daily check on fatty acids, strength of charge is a must in a well-run plant

without stills. I am referring to plants using adsorptive powders which have been treated with magnesium or aluminum silicates and count on these to do the job otherwise done by distillation.

Some time ago we ran an article entitled "The Charged System Round-up." It was a compilation of opinion of all the leading detergent manufacturers on the various facets of charged system cleaning. Some preferred the strong charge (up to 4 percent); others liked the dilute charge (as low as ½ percent).

But on one point all concurred. That was the daily use of some form of activated carbon. It offers the best means of preventing the build-up of solvent contaminants, especially water-soluble dyes which become dissolved in the solvent.

Modern packaging by most manu-

facturers makes it easy to use the carbon. It now comes in small containers that hold just enough for one application in most plants. It isn't necessary to go through the messy operation of transferring a scoopful or two from a large container to the washer, with its resultant dusting. In addition, the containers have just the right amount in them so that not too much or too little carbon is used.

The after-precoat method of using carbon is recommended. First precoat the filter with half the amount of diatomaceous earth normally used. When the sight glass clears, add the other half of filter aid, plus the activated carbon. Run the wheel a few minutes before circulation through the filter. Then, turn on the circulation and run until the sight glass again clears. The following table shows the recommended dosage for different size filters:

For Petroleum Systems

Filter Size	Step 1: Precoat with filter aid	Step 2: "After precoat" consists of carbon and filter aid
1300 gal./hr.	3 lb.	3 lb. plus 1 lb.
2000 gal./hr.	5 lb.	4 lb. plus 1 ½ lb.
3200 gal./hr.	7 lb.	6 lb. plus 2 lb.
5000 gal./hr.	10 lb.	10 lb. plus 3 lb.
8000 gal./hr.	16 lb.	12 ½ lb. plus 4 lb.
10000 gal./hr.	20 lb.	16 lb. plus 5 lb.

For Synthetic Systems

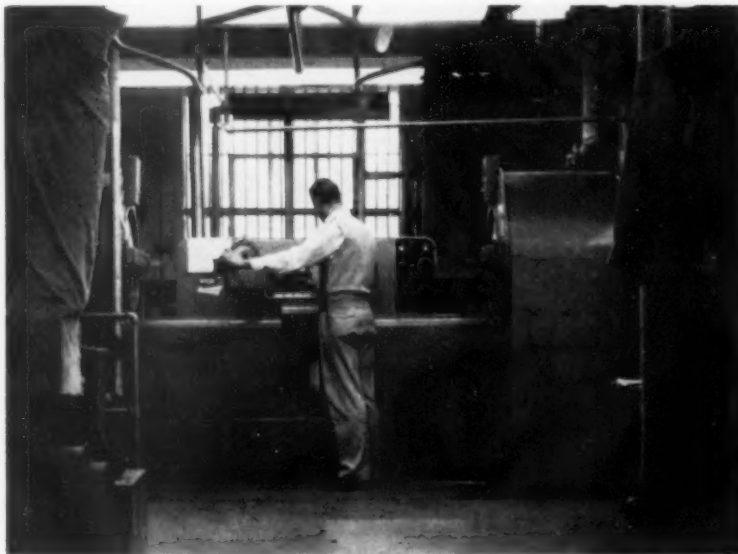
For the average-size synthetic unit, Step 1 requires 3 pounds of filter aid as a precoat. Step 2 requires a mixture of 3 pounds of carbon and 1 pound of filter aid.

A heaping quart measure holds:

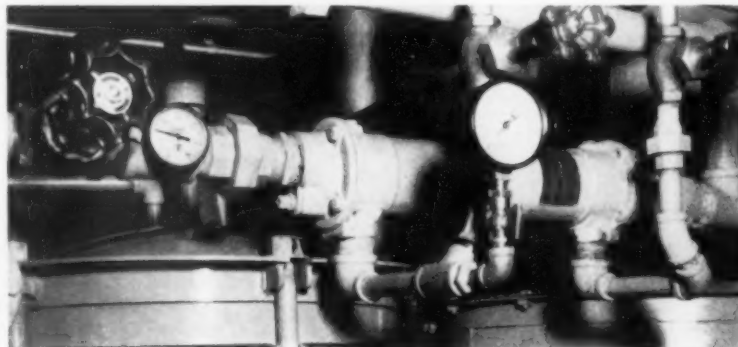
½ lb. of filter aid
1 lb. of carbon

Normally, the morning treatment with carbon will take care of the system for the day. On occasion it may

Continued on page 66



Moisture in synthetic storage tanks should be removed regularly to avoid corrosion



This dial-type thermometer, used in connection with solvent coolers and heaters, gives quick, accurate reading

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PROSPERITY 40 LB. DRY CLEANING UNIT

It's ALL NEW! It is really BIG CAPACITY . . . a full 40 lbs., dry weight. A quality-packed Prosperity machine . . . the newest addition to the Prosperity "family" of synthetic drycleaning machines. The finest machine in the low-priced field. Immediate delivery. Call your Prosperity man, now!

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AT LOW SPEEDS**

Tests showed that, driving at 30 mph, Ford Pickup Sixes had an average gas-mileage advantage of 20.2% over all other makes



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Beat average mileage of the other leading pickup makes by 25.2% in Economy Showdown U.S.A. All tests made by independent research engineers...and certified!

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The tests paralleled every kind of

driving—high speeds and low, open highways and city traffic, even door-to-door delivery. And in every test, '59 Ford Sixes delivered more miles per gallon than any other make. Here are the actual percentages:

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42.6% better mileage than make "D"
31.1% better mileage than make "I"
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Ford held its edge at higher speeds, too. At 45 mph, for instance, Ford's average advantage was 23.0%



**GREATER ECONOMY
IN CITY TRAFFIC**

In city driving—which comes closest to matching average driving conditions—Ford's edge was a whopping 42%

25.2% over other makes

Taken together, Ford got 25.2% more miles per gallon than the average of all other leading pickups!

The complete results of the entire Economy Showdown have been gathered in a special free booklet, "New Facts About Gas Economy." In it you will see, for example, that all trucks gain their best mileage at 30 mph... get about 40% less mileage at 60 mph, and pay a tremendous premium in stop-go work. You'll see the standing of each make in every test. You'll learn the best time to trade your old truck for maximum fuel saving. And you'll see just how much a new Ford saves in gas—an average rate of 129 gallons a year

(10,000 miles) over the other makes!

What's the secret of Ford's economy? It's quite simple, really. First, of all pickup sixes, only the Ford Six has a modern Short Stroke engine. This more efficient design reduces engine friction and thus requires less fuel. Second, to this modern engine, Ford has added a new economy carburetor... by metering fuel more precisely in both high and low speed ranges, it boosts gas mileage in every type of driving! And you get this Ford Six *standard*... no extra cost.

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Please send me... without obligation...
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Every load is weighed and recorded at this plant to keep track of solvent mileage

Continued from page 62

be necessary to use activated carbon during the day. Perhaps a load of drapes may bleed. If this happens, first be sure the washer is empty of garments. Then add the carbon in slurry form.

If, for example, 2 pounds of carbon are required, add this to a pail which contains about 2 gallons of solvent. Stir this quietly until the carbon is wetted and evenly dispersed. Add this to the button trap while the system is on circulation. When the sight glass clears, cleaning can be resumed.

But, back to distillation. Nothing can beat it for clarification. Build-up of impurities is inevitable. The National Institute of Drycleaning has issued many bulletins concerning the build-up of caramelized sugar which stains fabrics. Redeposition is another problem, as is odor.

However, there is no hard and fast rule concerning frequency of distillation. Many two-bath plants have the rinse solvent on constant distillation. Other systems draw off a proportion of solvent from the charge after each load. Still others distill every other day or so.

The best advice is to follow the recommendations of your detergent manufacturer. Such people know best under which conditions their product and your solvent will produce the best work, most economically. Similarly, they also know which strength of charge will do the best work with their detergent. Plantowners who ignore these recommendations and try short cuts, both on distillation and detergent usage, are just kidding themselves.

The basic rule for operating any still, for synthetic or petroleum solvent, is to run it at its rated capacity. Stills are designed with a certain volume area for vapor. If the vapor is pushed through at a velocity greater than the designed factor, there is always a chance for mechanical carry-over of impurities. Also, condensers are sized to handle the rated capacity of the still. If the still is pushed, condensate comes over too hot. There is a waste of water in an effort to compensate for the undersize capacity of the condenser.

This waste of water cannot be treated lightly. In many cities today sewer taxes run anywhere from 50 to 100 percent of the cost of the water itself. Fortunately there are thermostatic control valves that keep the water at the proper temperature for most economical use, provided the still isn't pushed. Petroleum stills should have the discharge water running about 170 degrees. Synthetic stills should be around 150 degrees on the water discharge side. (Subsequent articles in this series will deal with petroleum and synthetic solvents separately and in more detail on this subject.)

Synthetic machine manufacturers generally recommend operating the pressure still at 35 to 45 p.s.i. Petroleum stills should run at about 35 p.s.i. Both suggestions particularly apply where charged solvent is being distilled. Not too many years ago, plants generally distilled at higher pressures and used a high-pressure steam trap. Be sure to check your still to verify that you have a low-pressure trap, so that it will carry off the condensate properly and give maximum output of the still.

Use proper controls

Here we refer to controls involved during the cleaning cycle, as they pertain to solvents. And just as in the discussion on solvent freshness, this involves many things. Included are solvent temperature controls, the proper use of filter powder (in itself a "control" of contaminants) and other factors, as we shall presently see.

Whether you use petroleum or synthetic solvent the need to control solvent temperature cannot be over-emphasized. Cold solvent gives very poor soil removal. The ideal temperature is somewhere close to 80 degrees—from 75 to 85 degrees.

Hot solvent causes poor spot removal and wrinkling, especially in the charged system. In the case of petroleum solvents the fire hazard is increased. Also, solvent that evaporates isn't cleaning clothes, and is wasteful. Especially is this true with synthetic solvent. It was recently reported that on a 30-pound machine, running 60 loads a week, reducing the solvent temperature from 100 degrees to 80 degrees accomplished a saving of 9 pounds of solvent a week.

Just the saving in solvent alone justifies the installation of a heat exchanger. Then there are the factors of better cleaning, reduction in spotting and finishing time to be considered. Such units should be installed on the outlet side of the filter to keep the device free of filter powder, lint and other deterrents to solvent flow.

There is a further point in connection with heat exchangers. Many plants have a manually operated water valve. But conditions fluctuate through the day and it isn't wise to depend upon the operator to keep constant check on the temperature of the solvent. It is much more accurate and economical to install an automatic thermostatic valve to act as a thrifty watchman for you. Such valves are inexpensive, well under \$50, and soon pay for themselves.

Also, new devices on the market go a step further. These are refrigerant units which eliminate the need for concern over ground temperature of the water or cooling towers to overcome this problem. Their sensitive controls hold the temperature within fractions of degrees of optimum performance. They also have steam lines on the same unit to raise temperatures when needed. The same controls give the same accuracy for heat as on the cooling side.

All these control devices have had many years of experience in the field. Whichever type you choose can be bought without fear of breakdown or extensive maintenance. That such devices are essential is borne out by the fact that most equipment being manufactured today has some type of temperature control as a standard component.

Proper filtration is essential to good solvent maintenance. And much of this stems from correct usage of filter powder. It is generally agreed that there should be from 12 to 15 changes of solvent through the filter per clean-

A BUYER'S GUIDE TO

MOISTURE CONTROL UNITS

Consistently perfect results under all conditions are required of the modern drycleaning plant today. This makes automatic moisture control a "must."

A control unit that can produce perfect cleaning and reduce labor, materials, and time costs, all with push button simplicity, certainly is a vital factor in the success of any drycleaning operation. And it is a long-term investment that pays for itself many times over.

The increased customer satisfaction and in-plant savings can make it your greatest asset. The right moisture control provides optimum results with every load, in all types of weather. It eliminates shrinkage, breaking and wrinkling. Garments are cleaner and softer, colors brighter. It practically eliminates your spotting, wetcleaning and re-runs.

But, all moisture controls are not alike! Before you buy *any* unit, compare them on these important points:

► DESIGN

Your best buy is the unit that achieves perfect drycleaning with greatest efficiency, simplest operation and minimum maintenance.

COMPARE—and you'll choose STREET's Conductivity Control Unit *because*: its efficiently engineered, thoroughly researched design has produced optimum results since 1953—without a single modification or addition.

► COSTS

Initial costs of the various moisture control units vary widely. Maintenance and modification costs do, too. Naturally, the simpler the design, the less extraneous elements and materials you have to pay for.

COMPARE—and you'll choose STREET's Conduc-

tivity Control Unit *because*: its unusually low original cost and negligible maintenance expense make it the best moisture control unit value.

► SENSING ELEMENT

This vital part should be located in the solvent itself to provide the most direct—and thus, the most accurate moisture reading. It should last through years of service with unfailing accuracy and reliability. If it deteriorates, the quality of the drycleaning results decreases, and expensive replacement is required.

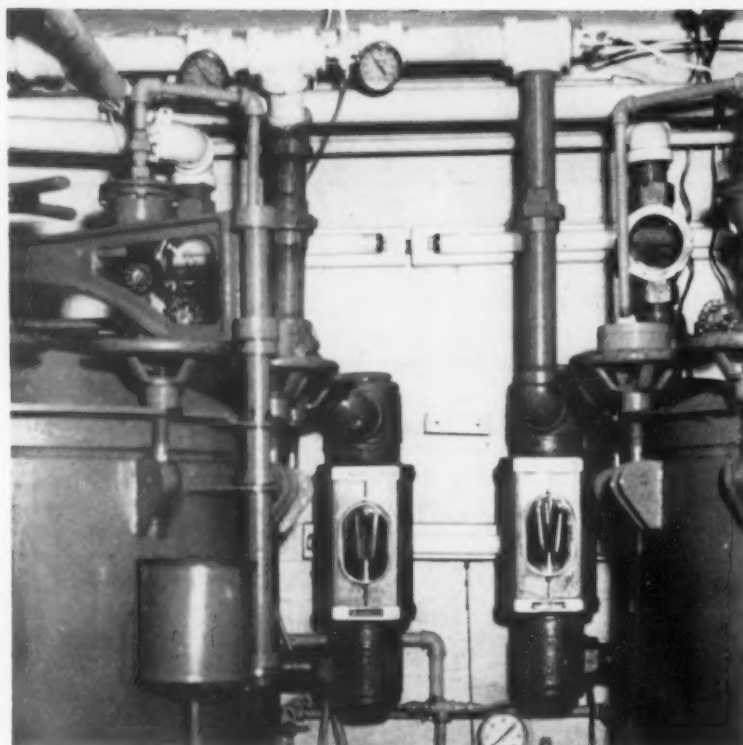
COMPARE—and you'll choose STREET's Conductivity Control Unit *because*: its sensing element is placed in the solvent giving direct, accurate reading. It lasts the life of the installation, eliminating any replacement cost, and its reliability remains constant, always.

► EXPERIENCE AND SERVICE

Great consideration must be given the manufacturer's experience in the drycleaning industry and with moisture control. Number of installations and length of service of units in drycleaning plants are important factors in making one's moisture control buying decision. The service policy and personnel that back each unit must be weighed, too.

COMPARE—and you'll choose STREET's Conductivity Control Unit *because*: STREET's pioneered moisture control research, and have over 7,000 Conductivity Control Units operating in America's leading drycleaning plants. Original units, installed in 1953, are still providing trouble-free service with optimum drycleaning results. And every Conductivity Control Unit is backed by a trained and capable member of our 50-man field technician force to assure superior servicing.





This cleaner knows just what is going on, thanks to thermometers, flowmeters and gauges.

ing cycle for best results. Excessive pressure will cut this down tremendously. It does little good to have a pump that can deliver 90 gallons per minute choked back to 45 gallons because of dirty screens.

Daily precoating and the addition of the correct amounts of powder to each load will avoid this. In a test run by a solvent manufacturer some start-

ling results were uncovered. When only $\frac{1}{4}$ pound of filter powder was used on *every* load more garments were cleaned per pound of pressure rise, yet used 27 percent less powder per 1,000 pounds of garments cleaned than when three times this amount ($\frac{3}{4}$ pound) was added to *every other* load.

Another important point. On verti-

cal filters there is nothing to hold the cake on the filter other than the pressure of solvent flow. The filter should be kept on a bypass to keep the solvent circulating during loading and unloading of the washer. If the pump is off for any length of time, parts of the precoat and powder additions will fall off, exposing bare parts of the screen. These will quickly plug up on subsequent loads and pressure rises faster than normal.

On the precoat, filter manufacturers recommend 1 pound of filter powder for each 10 square feet of filtering area, for petroleum filters. For synthetic filters 1 ounce of powder for each square foot of filtering area is the formula. Check with your manufacturer for the best results on your unit. For each load use 1 pound of powder per 100 pounds of woolens; $1\frac{1}{2}$ pounds per 150 pounds of silks.

Another area of control is the extraction of solvent, in both synthetic and petroleum plants. Unless sufficient solvent is extracted, drying time is slowed down. The extra mechanical action of long tumbling doesn't do the garments any good, for one thing. Then, in petroleum plants the solvent goes up the flue. In synthetic operations, the drying time is closely geared to the cleaning cycle of the next load. The impatient cleaner may be pulling green loads to take care of the next load and then real waste occurs.

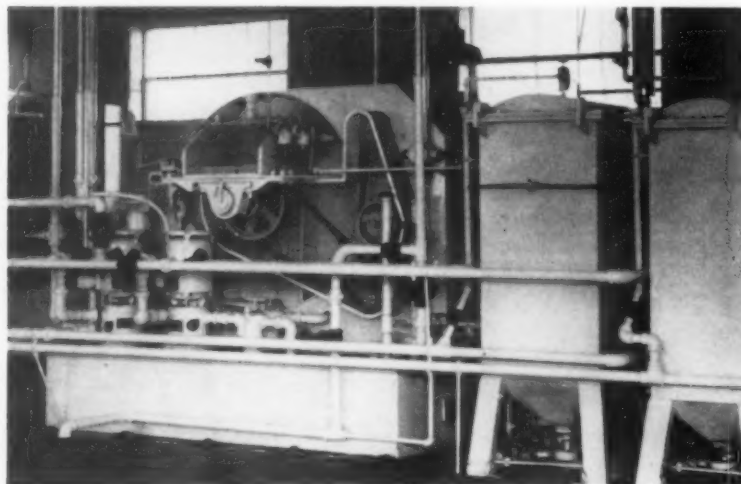
There are means of checking this which will be covered in detail in the articles that follow during the next two months. But it needs special emphasis if you are to get the most mileage from your solvent. I know of cases where plants saw their solvent costs doubled when they went on the charged system. It wasn't the fault of the detergents; merely a lack of understanding of the problems of extraction, for which there are simple remedies.

Records for management

There is another type of control which involves management. That is to set up a system whereby the cleaner weighs and records each and every load run. He should also keep track of all solvent additions to the cleaning system.

First, make sure your system is running right (which we will cover next month and the one following). Then run a mileage check for a stated period, such as a month or 13 weeks. Then use the results for a comparison over future check periods. It will help you determine when something has gone wrong with the equipment or the operation. The man in the cleaning

Continued on page 72



Light-colored machinery and plenty of access space make it easy to keep this cleaning equipment in top shape

SPECIAL OFFER

DEAL "SM" Introducing
New "SCOTCH" BRAND M-94
 Definite-length Dispenser . . . only **\$6⁹⁵**

when you buy 12 rolls, "SCOTCH" BRAND
 Cellophane Tape, 1/2" x 2592", at regular quantity prices.

DEAL "SM" SAVES YOU \$5.08. You get this \$10.95 dispenser,
 plus a dozen 1/2" x 2592" rolls of tape for only \$16.91. Buy
 now and save—offer ends June 30. Ask your tape supplier
 for Deal "SM"

- Lowest priced definite-length dispenser ever offered!
- Easy to load, easy to use—delivers a pre-cut 1 1/2" length of tape each time you push down handle.
- Saves time, stops tape waste.
- Attractive new design, modern beige and brown finish.



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From Adco's laboratories comes the Miracle Method of Cleaning . . . the result of more than 50 years research and experience. This perfect combination of water white charge soaps backed by Adco's "Klean", triple strength Super Activated Carbon, guarantees you maximum efficiency of plant operation . . . maximum quality cleaning. Faster and more economically!

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produce these results!*



OVER 60 ADCO ENGINEERS TO SERVE YOU!

ADCO'S MIRACLE METHOD OF CLEANING

FOR
PETROLEUM SOLVENT PLANTS



FOR
PERCHLORETHYLENE PLANTS

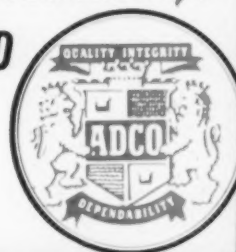


*QUALITY GREATLY IMPROVED—COST CUT 30%
DISTILLATION ELIMINATED WITHOUT DETERGENT LOSS*

Triple X Dri-Sheen and Perk-Sheen have eliminated dark solvent in the charge system. Now it is possible to maintain light colored solvent even with a 4% charge. Neither of Adco's charge soaps is removed by the use of Klean, Adco's Super Activated Carbon. Your solvent remains water white and free from impurities. You enjoy faster movement of garments through your plant while greatly improving the quality of your cleaning.

For the first time in drycleaning history you are guaranteed purification of your solvent **while you are cleaning**. Through the use of Klean, Adco's Super Activated Carbon, in your filter, your solvent remains continuously pure. Your garments are continuously rinsed in **pure, clean** solvent from the beginning to the end of each run.

Results - cleaner, brighter clothes...faster and more economically!
**WORKS PERFECTLY IN ALL CONDUCTIVITY AND
HUMIDITY CONTROLS**



Adco, INC., SEDALIA, MO. Manufacturing Chemists Since 1908

Continued from page 68
room may have developed some bad habits in cleaning. It does happen.

Keep system clean

This sound advice applies to every piece of equipment in the cleaning room. Dirty lint traps in the tumblers can slash solvent recovery, increase drying time and add to steam and water expenses. Dirty filters, washers and stills as well as tanks hurt quality and raise costs, too.

Take perc, for example. It releases moisture when it cools down. When it warms up, it does not readily reabsorb the moisture which it released. As a result, if the storage tank is not emptied at intervals of every week or 10 days a substantial amount of water will accumulate and ride on top of the solvent. Very often this water is on the acid side. The first thing the plantowner knows, pitting occurs and he has lost a lot of expensive solvent, and he has an extensive tank replacement job confronting him.

In the case of petroleum, some plantowners feel that draining 10 gallons or so from the dump tank daily will eliminate the need to clean the tanks periodically. Yet detergents and impurities cling to the sides of the tanks. This builds up over the months and causes odor problems and distillation difficulties.

I do not mean to convey that this daily draw-off of petroleum solvent isn't important. It is. If it isn't done, then the need to clean tanks will be



Clean lint traps and water temperature controls speed up drying and save solvent in this synthetic plant

greatly accelerated. In the morning, the cleaner should draw at least 10 gallons, using bottom suction from underground tanks. On aboveground tanks this should be done by using the drain valve at the bottom of the tank.

The solvent should be placed in a muck tank or drum for settling. It will help remove much of the moisture and solid matter carried in the solvent. But once again, it doesn't eliminate the necessity of boiling the tanks periodically.

Detailed instructions on how to do this for both petroleum and perc storage tanks will be carried in subsequent articles in this series. The same applies to stills. Some perc operators permit the solvent to boil down below

the level of the coils. The residue bakes on and forms an effective, and expensive, installation. Similar problems occur with petroleum vacuum stills. And moisture separators can cause untold problems. But more of that later.

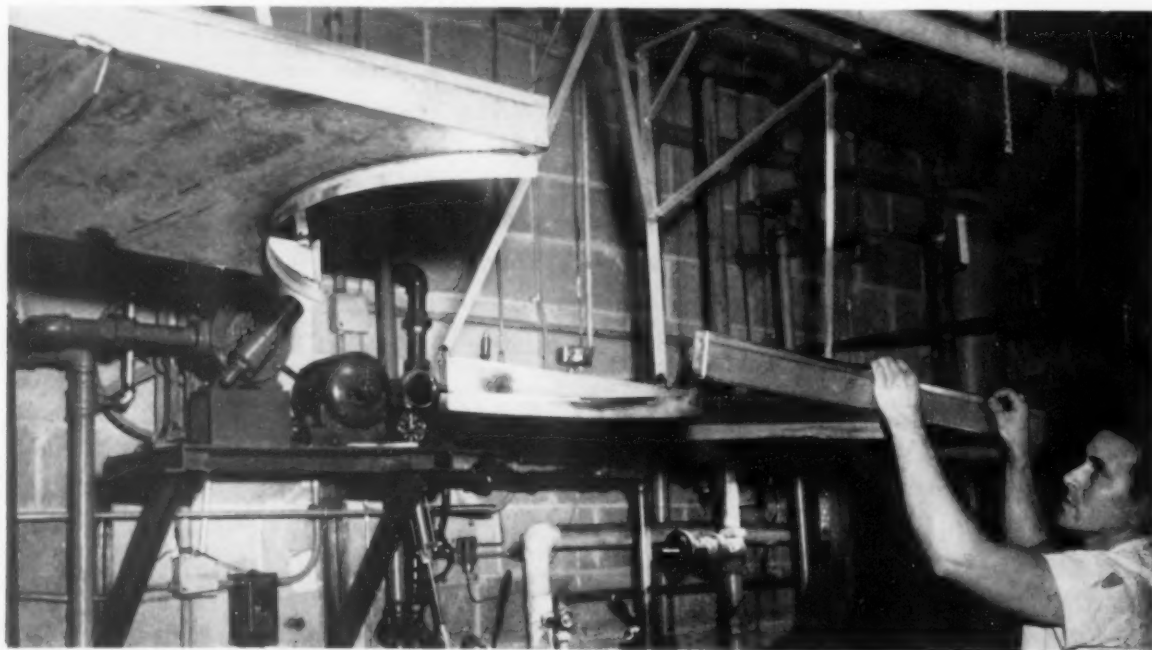
There isn't a plantowner who would run his trucks or his own car without an occasional grease job or oil change or even an occasional tune-up. It's a good way to stay out of trouble. Similarly, solvent maintenance is vital to the success of the business. If you haven't checked your own plant recently, now is the time to do it. # #

Acknowledgments

In order to bring you the facts on solvent maintenance, we went to the people who know the most about the subject. These are the solvent manufacturers and the equipment firms that produce dry-cleaning machines and controls.

We are grateful to the following manufacturers for their generous help:

American Laundry Machinery Company
Anderson-Prichard Oil Corporation
Atlas Powder Company
Benton Sol-Temp Company
Butler Manufacturing Company
Columbia-Southern Chemical Corporation
Delrez Chemical Industries, Inc.
Dow Chemical Company
E. I. du Pont de Nemours & Company
Hoyt Manufacturing Corporation
Mercury Cleaning Systems, Inc.
Minneapolis-Honeywell Regulator Company
Prosperity Company
Sarco Company, Inc.
A. G. Vana and Son, Inc.



These loading chutes save labor and solvent in this petroleum plant

*there's
nothing
finer
than*

MANITOWOC



Fashion Award
DRY CLEANING SYSTEMS
FINISHING EQUIPMENT

MANITOWOC ENGINEERING CORP.

(A subsidiary of The Manitowoc Company, Inc.)

MANITOWOC, WISCONSIN

Go Modern...Go

MANITOWOC

You can't compete
if your equipment
is obsolete!

Compact 2-Bath Unit
35-40 LB. RATED CAPACITY

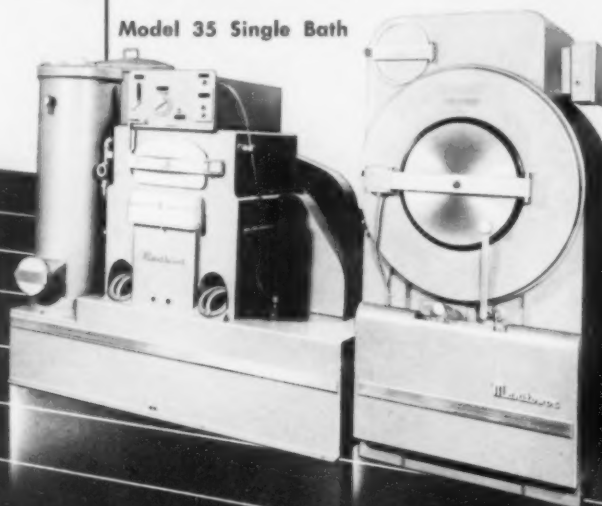
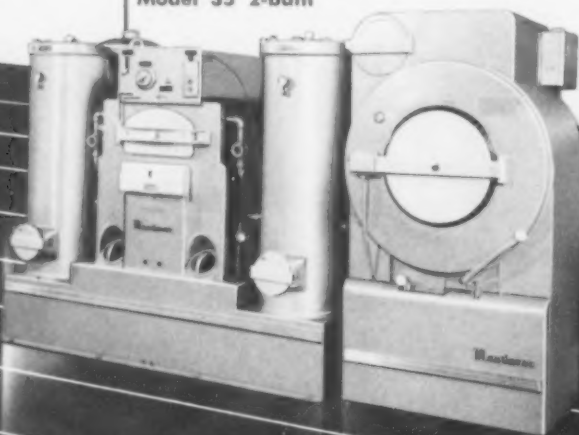
Look at all the deluxe features you get with this fine perchlor system: Two Manitowoc-Olson tubular filters; 40 GPH "No-Surge-Over" still;* Diverti-Flo **guaranteed** no solvent intermix; smooth, shock-free fluid drive; big 36" x 30" super-speed recovery tumbler; hot or cold solvent conditioners; fully automatic air controls; divided solvent tanks built right into the unit; "Extra-Dry" muck extraction** to eliminate messy sludge handling. Should you prefer a petroleum system, the Model 35 is also available for 105°F and 140°F petroleum solvents.

Converts to 2-Bath at Any Time
35-40 LB. RATED CAPACITY

For the finest quality cleaning on a restricted budget, be sure to compare the Model 35 perchlor single bath system. You get exclusive Manitowoc features like the Manitowoc-Olson tubular filter, 40 GPH "No-Surge-Over" still,* and fluid drive. And you can switch to "true" 2-bath operation at any time, by merely adding a second filter, piping and second pump... famous Diverti-Flo solvent control is already built in. The single bath Model 35 is also made for use with 105°F and 140°F petroleum solvents, and is fully convertible to true 2-bath operation.

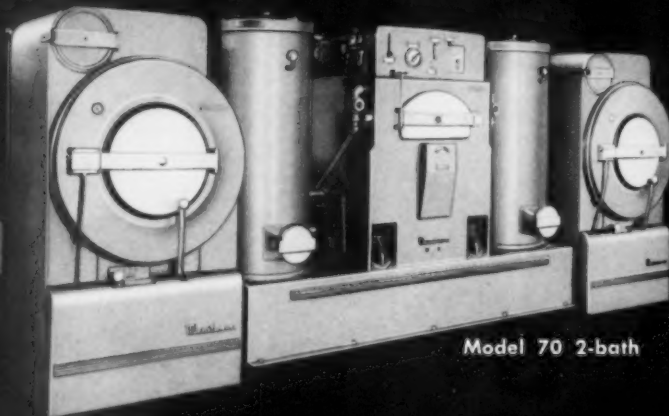
Model 35 2-bath

Model 35 Single Bath



Big Capacity for Perchlor & 105°F
70 LB. RATED CAPACITY

Here's the wonder of quality in a big perchlor 2-bath system... with the capacity to fit any location. There's a pair of Manitowoc-Olson 3000 GPH tubular filters for the finest filtration possible. Twin super-speed recovery tumblers do a faster job and extend solvent mileage. Fully automatic air controls make operation simple... free personnel for other jobs. A big 75 GPH "No-Surge-Over" still* keeps solvent pure. In addition, there's "Diverti-Flo" fluid drive, Marlow self-priming centrifugal pumps, easy filter back-wash, self-aligning doors, many extra deluxe features. Single bath models of the Model 70 are also available in both perchlor and 105°F.



Model 70 2-bath

Two low cost, high quality **PRIMELINER** single bath perc systems

- Perfect Perchlor Cleaning
- Highest Quality Components
- Over 100 lbs. Per Hour

"50"
PRIMELINER
50 LB.
RATED CAPACITY

"35"
PRIMELINER
35-40 LB.
RATED CAPACITY

Rated a "best buy" by hundreds of quality conscious cleaners with an eye to increased volume. The low price lets you make a good profit in the most highly competitive situation . . . and with no compromise with cleaning quality.

Has famous Manitowoc features like velvet-smooth fluid drive; Marlow pump; 40 GPH "No-Surge-Over" still;* super-speed, high-efficiency recovery tumbler; built-in storage tank with sludge agitator; 1500-2000 GPH Manitowoc-Olson tubular filter; free-flow copper tubing; "Extra-Dry" muck extraction** and a dozen more superior benefits.

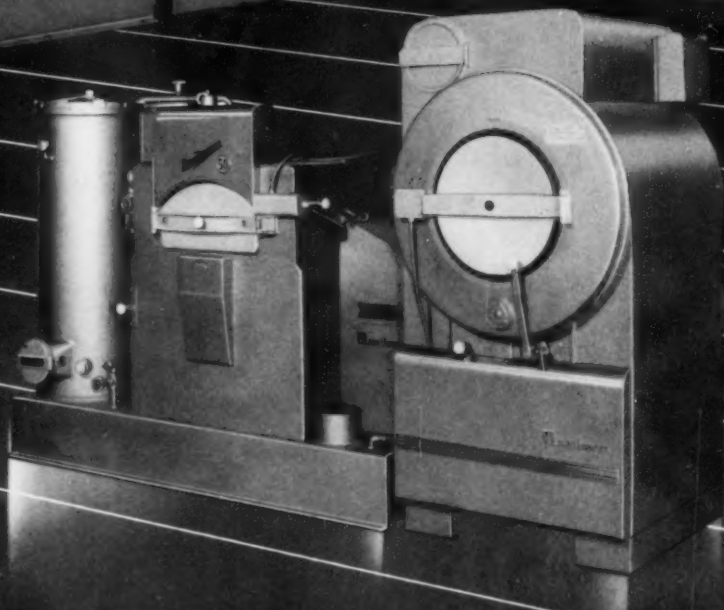
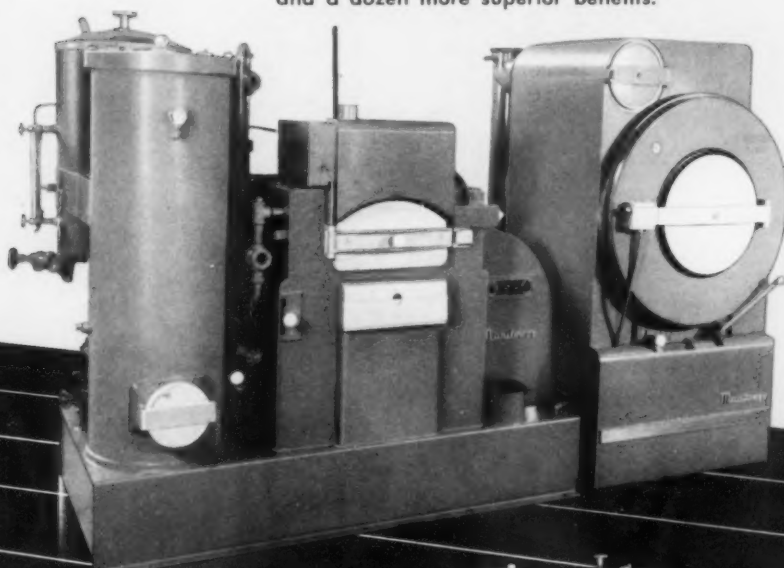
- Premium Quality -- Realistic Price
- Complete with Tumbler, Tubular Filter, "No-Surge-Over Still"
- 150 lbs. and Over Per Hour

Here's the finest bargain today in a 50 lb. perc system . . . **complete**, with no hidden extras to buy! There's no need to wait — **now** is the time to modernize your plant, open a quick-service or new drive-in. You can do it with the low cost Primeliner 50.

For only a small investment you get a 50 lb. synthetic machine that gives you a 40 GPH "No-Surge-Over" still;* 2500 or 3000 GPH Manitowoc-Olson tubular filter; quiet running fluid drive; huge, 140 gal. built-in solvent storage tank; simple, easily-understood dual controls; 50 lb. super-speed recovery tumbler with low-heat requirement — prime surface copper condenser coils; "Extra-Dry" muck extraction** that eliminates need for muck cooker; plus several other notable Manitowoc features to assure "bonus quality" cleaning.

* Pat. Pend.

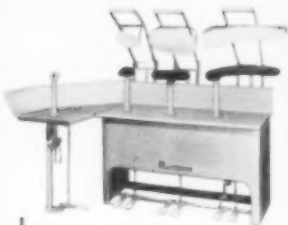
** Pat. App. for





UTILITY PRESS

The only press designed specifically for air power! You get full air power up and down, easily replaceable air cylinder, super fast head and buck steam, automatic vacuum.



DELUXE TRIPLE FABRIC HEAD FINISHER

Features "Asbestall" fabric head; up-steam and vacuum on all three heated heads; air or steam vacuum; aluminum heads; Manitowoc Super C valves. SUPER DELUXE FABRIC HEAD TOPPER has comparable fine features.



MUSHROOM PRESS

Provides fastest head action of any press; has constant air-powered control; roller bearings throughout; plus all of the great features of the Utility Press at left.



TRIPLE SIFTS

Available as shown with triple heads, and with double heads or single, adjustable siffs. All siffs have up-steam and heated, polished aluminum, interchangeable heads.



modern MANITOWOC Finishing and Spotting Units

Simple...
Fast...
Economical...



AUTOMATIC, STEAM-AIR FORM FINISHER

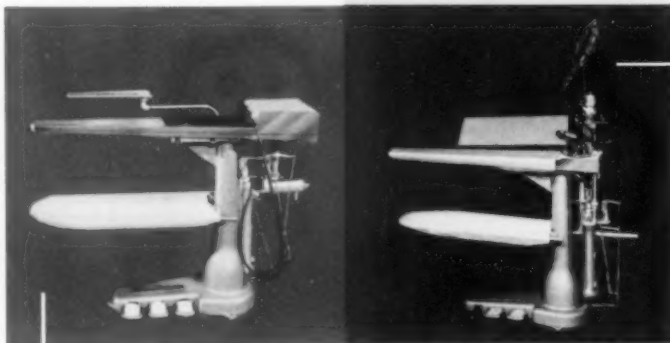
Fits all garment styles. Includes adjustable air control, pressure type blower, automatic operation, extremely precise range of adjustments.

SPOTTING GUNS

Deluxe Model has full length foot pedal, dry or wet steam spotting, steam condensate chamber.



Junior Model has similar features, but is equipped for dry steam only.



SPOTTING BOARD Lets you spot big or little areas with equal ease. Gives you dry or wet steam spotting, pin-pointed steam or air vacuum control, stainless steel board.

FINISHING BOARD

Fast up-steam, powerful steam or air vacuum, copper heating tubing, all combine to make this a truly quality board. Includes cover set, hand pad and trowel.

MANITOWOC ENGINEERING CORP.

Dept. MS2, Manitowoc, Wis.

Gentlemen: Without obligation, please send full details on the following Manitowoc dry cleaning systems:

- ☐ Model 35 2-bath Perc. ☐ Primeliner "50" System ☐ Primeliner "35" System
☐ Model 70 2-bath Perc. ☐ Model 35 Single Bath Perc.

MANITOWOC

Check below for more information on other items.



Tumblers



Filters



Stills



Spotting and Finishing Equipment



Petroleum and Perchloro Dry Cleaning Systems



Name _____

Title _____

Company _____

Address _____

City _____

Zone _____ State _____

LEGAL DECISIONS

By A. L. H. STREET

Tough Collection Policy

Is a retail cleaner responsible for actions of a collection agent who is trying to make collections for him?

Cleaners who entrust their bill collecting to collection agencies will be interested in an Alabama case in which a retail merchant was sued for damages when an employee of a collection agency, in attempting to collect a bill for the merchant, accused the debtor of being a thief and a distorter of the truth, etc., and assaulted her.

The Alabama Supreme Court ruled that the merchant was not liable as the collection agency was not his employee (124 Southern Reporter, 222). No doubt the decision would have been different had the hard-boiled collector been in the direct employment of the merchant.

Disorderly Conduct

Does following a competitor to investigate his business contacts constitute disorderly conduct?

Angelo Dominico and another man followed a business rival around Brooklyn as the latter made visits to his customers. Mr. Dominico recorded the addresses of his rival's customers and, with his companion, was subsequently convicted on a charge of disorderly conduct tending to a breach of the peace.

The magistrate's conviction was upheld by a judge in the New York Court of Special Sessions, City of New York, Second Department (253 N.Y. Supp. 849). The judge ruled that the actions of the defendants interfered with and were offensive to the complainant and tended to cause a breach of the peace.

Fire Loss Liability

Is a landlord responsible for the maintenance of fire-fighting apparatus merely because his building happens to be equipped with such apparatus?

In a Kentucky case illustrating this question the tenants complained that their fire loss had resulted from clogged pipes with which fire hose had been connected in the building, thus preventing fighting a fire that had started in a nearby building. But



Sizing that creates pride creates preference

Professional quality sizing of a customer's high-fashion garments adds to her pride in wearing them. And she translates this pride into preference for all your drycleaning services for her family's wardrobes.

This quality style control can be obtained with Street's DRY SIZE, easily and economically, in any type operation. It imparts the correct body and like-new crispness to cottons, taffetas, and other high-fashion fabrics, makes them wrinkle-defiant and soil resistant.

Street's DRY SIZE is a clear, concentrated liquid completely soluble in any drycleaning solvent. Its wide use among successful drycleaning establishments is your assurance of its quality and results.

Merchandising aids with every order!

You'll find a business-building sales kit in every case of Street's DRY SIZE.

STREET'S *Dry* Size

R. R. Street & Co. Inc. 561 W. Monroe St. Chicago 6, U.S.A.

because the lease did not bind the landlord to maintain the equipment, and no such obligation was imposed by statute, the court decided there was no liability.

Said the court (Pennroyal Company v. Jordan, 17 South Western Reporter, 2d Series, 720), "There is no common-law or statutory duty resting upon the landlord to equip or maintain its building with auxiliary fire apparatus. Neither was there any contractual obligation on its part to do so, for in the contract of rental it is expressly provided that the lessor should not be liable for any damage caused from water pipes or other ap-

pliances, nor for the temporary cessation of water or heat in the building, nor for the safety of articles stored therein. By the great weight of authority, in the absence of negligence on the part of the landlord, he is not liable for loss occasioned his tenants by the destruction of his property. A suit based upon such loss must be founded on the law of negligence and cannot rest upon the theory of an implied contract."

It will be noted that the court's decision might have been different in locations where state law obligates the landlord to provide and maintain the equipment.

Are You Afraid To Finish New Styles, Including . . .



*Balloon skirts and big sleeves
will be coming into your plant this year.*

*When lined, both skirts
and sleeves must be opened up
for proper finishing*

*Photos courtesy
Couture Group of New York Dress Institute.
Ensemble by Pauline Trigere,
dress by Adele Simpson*



...Balloon Skirts?

**If so, read these
practical tips
that make
the job easy**

By LAURA H. PORTERFIELD

AT THE RECENT national convention in Atlantic City I had the opportunity to talk to hundreds of cleaners about finishing. The questions they raised took on a remarkable similarity, centering around four major points. What to do about the new balloon skirts led the list.

Since these questions came from all parts of the country, the publishers of NATIONAL CLEANER & DYER have asked me to tell you how to handle them. Perhaps you have had similar problems. Here are the questions and the answers.

1. How do you finish balloon skirts?

It takes the proper tools and some know-how. I understand that many plants are turning down the balloon-

NATIONAL CLEANER & DYER

*Fast... efficient
easy to operate!*

HUEBSCH SAVE-O-SOLV

SOLVENT RECOVERY TUMBLER

SAVES DOLLARS **in reclaimed solvents!**

Huebsch Save-O-Solv is your answer if you are looking for a tumbler that deodorizes fast... and, at the same time, assures maximum recovery of Perchloroethylene solvent.

SAVES HOURS **in servicing time!**

The Huebsch Save-O-Solv can be cleaned in seconds! There is nothing to disconnect, and no pipes, panels or bolts need be removed!

For complete information and specifications, send for SAVE-O-SOLV circular.

HUEBSCH ORIGINATORS
MILWAUKEE 1, WISCONSIN

World's largest manufacturer of commercial tumbler-dryers



Cleans in seconds!

Merely tilt the top back, as shown above. The interior is instantly exposed for quick, easy cleaning and maintenance.





Finishing gathered portion of the skirt (above), using pointed end of shoulder puffer

First step in finishing balloon skirts (left), is to open the lining

type skirt. Their finishers aren't able to get a satisfactory finish on them.

First of all, to do these properly it is necessary to equip the operator with a set of four puffer irons. These should consist of:

1. Long sleeve puffer
2. Mushroom puffer
3. A shoulder puffer
4. Egg puffer

The mushroom puffer is used mostly for large smooth areas on dresses or blouses. The shoulder puffer comes in handy for large gathered areas, smoothing shoulder pads and caps of sleeves, large loops of bows, etc. The egg puffer is used for those tiny, hard-

to-get-at areas and puff sleeves on children's garments. The four puff irons will handle just about any gathered area on ladies' garments.

All these full-balloon skirts have a straight skirt or lining under them, to which they are attached. This lining or skirt *must* have a seam in it somewhere that can be opened and sewed after the "pouf" is finished. Years ago all puff sleeves on ladies' dresses were made this way. The linings then had to be opened, just as it is necessary to do today, as veteran finishers will remember.

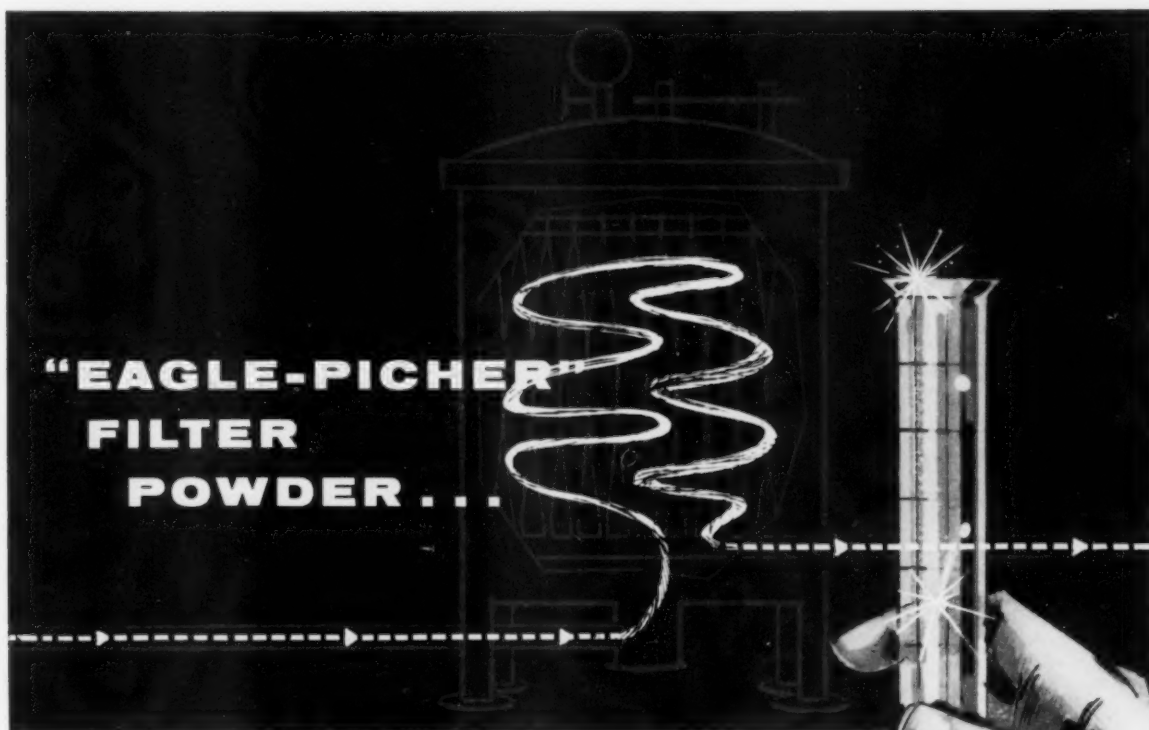
Some of these "poufs" cover only the hipline and the rest of the skirt is straight to the hemline. In this case

it is also possible to get in with the shoulder or mushroom puffer.

Both the top and bottom gathers should be finished first, with the point of the shoulder puffer going into the gathers. Then the flat area should be finished on the puffer over which it fits best. Use the mushroom puffer, whenever possible, for a smoother finish. The seam in the lining should be resewed before the rest of the dress is finished.

2. What about finishing the new boucle mohair fabrics that carry the label "Not to be steam-pressed"?

This is a very knobby, loosely woven fabric and should not be flattened



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down. The mohair is simply a fine wool fiber. The label means that no pressure (like the head of the press) should be applied, which will flatten the fibers.

Instead, the garment should be lightly steamed and then vacuum applied, just as is done when finishing a knit garment. If it is necessary to remove wrinkles, a soft brush should be used. Brushing should be done from the hemline up, rather than down.

3. What measurements are necessary on new hand-knit dresses to assure the correct size for the customer?

First, be sure the tape measure is in good condition. Most cloth tapes stretch after frequent use. The new plastic tapes will last longer and are more accurate, even after long usage.

Place the tape around the back of the customer at the largest place on the bustline. Bring the tape together, placing the index and third finger *under* the tape. This will allow enough leeway for a little relaxation of the material.

Next measure the waistline. In this case do not place the fingers under the tape as before, but hold the tape at the dimension that feels the most comfortable for the customer.

The hip measurement should be taken 9 inches down from the waistline. This can vary an inch or so in either direction, depending upon the customer's height. The average, however, is 9 inches. When recording this measurement, mark it down as 39-9 or 39-8. The last digit will let the finisher know just where the measure-

ment was made. Once again, the two fingers should be held *under* the tape.

If you are measuring a garment that the customer wants blocked to the same measurements, take a second hip measurement. This one is taken 14 inches down from the waistline. Proper shaping at this point will prevent any cupping of the skirt below the hipline.

After these measurements are recorded, then take the front length from the shoulder seam, near the neckline, down the front to the waist. If it is a full-length dress, continue to take the full length of the dress to the hemline and mark it with the full length first, followed by the waist length opposite, as "42-17." The 42 is the full length; the 17 is the length to the waist.

Then, take the back length in the same manner. Only in this case, measure from the center back of the neckline instead of the shoulder seam.

Name: Jane Doe	
Address: 1234 Main Street	
Phone: TU-9-8765	
Bust: 36	Front length: 43-15"
Waist: 26	Back length: 44-15"
1st hip: 37-8"	Sleeve length: 16
2nd hip: 39-13"	Sleeve width: 12

Fig. 1. Sample measurement card

For the sleeve length, measure from the wrist to the underarm along the seam of the sleeve. For the sleeve width, take a measurement 3 inches down from the underarm seam.

These measurements should be listed and passed on to the finisher. If the customer is a regular account, this information should be kept on a file card as a permanent record. A suggested sample is shown in Fig. 1.

4. Some customers bring in "permanently pleated" garments and specify that they do not want them pleated. Yet, after cleaning, some come out wrinkled. Something should be done, but what?

First, a selling job is in order. The route salesman and counter girls should explain that nothing is better than a professional finishing job to regain the like-new look. Permanent pleating is like permanent waving of hair. Both get weaker as time passes and need treatment.

If the customer still insists, and the wrinkled appearance is there, appearance can be improved. Place the garment on a steam-air finisher and steam lightly. *Do not turn on the air.* Allow the garment to dry out on the form for several minutes before removing it.

If the garment is a skirt, it is well to pin the waistband to the sides of the form so that it will stay in the proper place on the form after the steam has been turned off. Do not brush the garment, since most are cut on a bias and brushing may unfortunately stretch them in length. #



Larger portion of "pouf" is done on mushroom puffer. Be sure to hold onto the thread of the material



Keep two fingers inside the tape when measuring the customer to allow for relaxation of fabric

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are our only business



4 Wedding gown is first placed in heat-sealed plastic container, then boxed. Container is 30 inches long, 15 inches wide and 5 inches high

Wedding Gowns Sealed In Plastic Last Forever...

Or at least 300 years, thanks
to hermetical heat-sealing

A PLASTIC CONTAINER, electrically sealed, is said to preserve treasured wedding gowns forever. Joseph J. Kearns, who owns and operates Meader's, a drycleaning plant with a long-established name for quality in the San Francisco area, has added a new service for his discriminating clientele.

Under "Meader's Guardian Process" the wedding gown is sealed in a crush-proof plastic container designed to preserve the garment for generations. The top part of the chest is of transparent plastic, so the owner can assure herself she has her own wedding gown and can display it to friends without opening the container.

In keeping with the plant's reputation for top quality and extra services, Mr. Kearns for a long time had felt the need for a more impressive and more glamorous package for storing his customers' expensive wedding dresses. Almost two years ago the present Guardian Process with the plastic container was offered. The wedding gown and veil are cleaned, finished, and returned to the owner

By LOU BELLEW

in an attractive plastic container for \$39.50.

Wedding gowns are first carefully cleaned, then carried to the upstairs packaging department. There each is painstakingly folded into a 4-inch cardboard shell just slightly smaller than its plastic container. This shell protects the gown from the heated plastic during the sealing operation.

Gowns are folded so the yoke and bodice will show nicely through the plastic window of the container, or "chest," as it is called here. A wedge-shaped piece of cardboard the same length as the cardboard shell is inserted through the neck of the gown. The top of the gown is pinned to this to prevent the gown's slipping out of position and spoiling its appearance through the window. The two pins used are not visible through the window, of course, after the packaging is completed.

The veil is positioned on top of the dress so the crown can be seen through the lower edge of the win-

Meader's was established at its present location nearly 30 years ago to serve customers who demanded the finest work and were willing to pay for it. Mr. Kearns, who purchased the establishment four years ago, has continued to operate on the same theory. Active in both state and national drycleaning association work, Joe keeps abreast of modern drycleaning practices and makes frequent visits to other plants throughout the nation in order to better serve his customers.

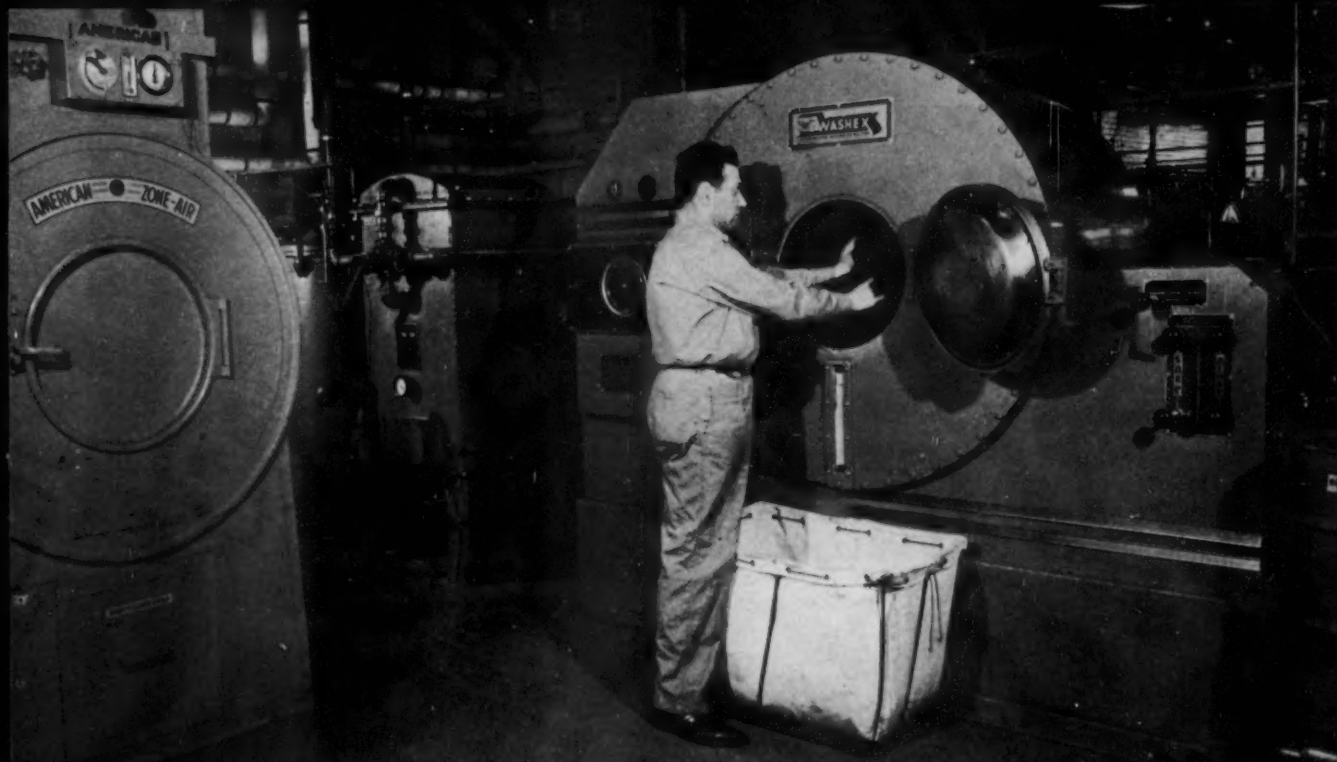
Meader's is a small plant by most standards, with a total of 14 employees, each of whom seems dedicated to the task of maintaining the high standards of workmanship. The minimum on suits and dresses is \$2.20 and prices go "up" rapidly from that point. Prices for knitted garments and special services are almost unbelievable. However, these charges may be justified by the extra care. On knitted garments, for example, original measurements are recorded and the garment is finished each time to these exact specifications. Wedding gowns start at \$24.50 and graduate according to the value of the garment, averaging about \$30.

dow to reassure the owner that it's included in the finished package. The upper end of the cardboard wedge that holds the dress in position is wrapped in tissue paper of a color to conform with that of the gown.

Customers have a choice of two colors in the plastic chests, blue or pink. The blue chest has a white lower half, while the other is all pink. Each has a wide white band across the top half carrying the words "Your Heritage . . . sealed forever . . . by Meader's Guardian Process."

Machine does sealing

A specially designed, very expensive machine is used to do the actual sealing operation. The assembled package is inserted in the machine and the edges of the two halves are carefully aligned. The electrically heated metal rim of the unit bonds the plastic halves into an airtight shell of surprising strength. The finished product is guaranteed to protect the contents against mildew, discoloration, decay from bacterial action or other



experienced operators choose **WASHEX**

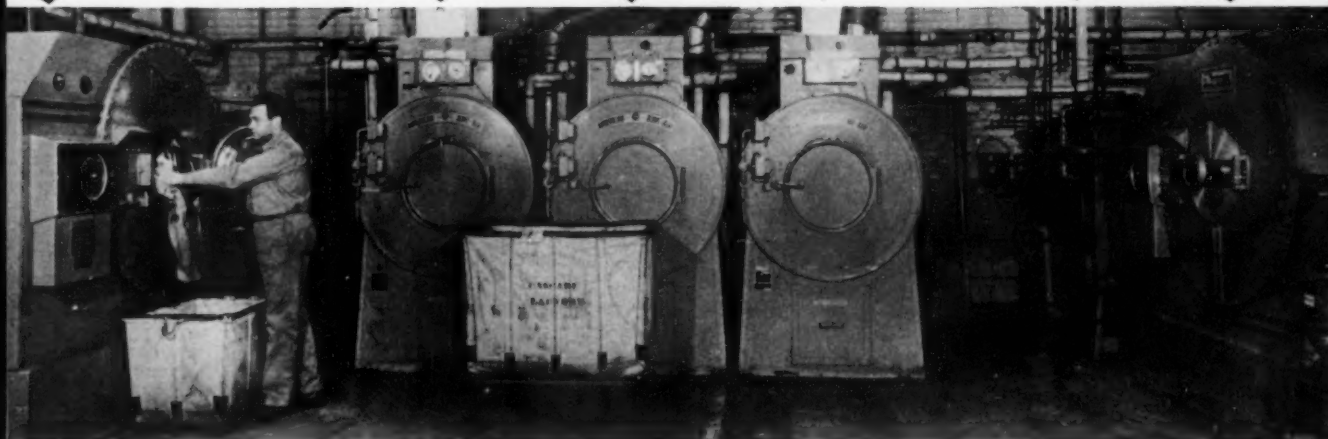


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Final step before packaging is close inspection. Note extra-high rack to keep gowns off floor which is carpeted for further protection



Gown is first carefully folded into cardboard shell which fits inside special plastic container

deterioration forever if reasonable safeguards are taken to protect the package from extreme heat and breakage.

This finished plastic container is a patented method of packaging copyrighted as the "Heritage Vinyl Container." Not to be confused with the type of packaging that merely employs a pliofilm or plastic bag in a cardboard container, this method is believed the only one of its kind in America at the present time. Reputable laboratory tests have shown the contents of the Heritage Vinyl Container to be safe from all harm for a minimum of 30 years and a maximum expectancy of 300 years.

The sealed package is first placed in a sturdy cardboard box. The next step is to place this seemingly well enough protected package inside of still another shipping carton techni-

cally referred to as a "sleever." This, it is claimed, when packed properly can withstand the weight of an auto being driven across it. As an added precaution each shipment is insured to its full value during its delivery to the customer. Needless to say, elaborate precautions are taken during every step in the processing to make sure each gown is returned safely to its rightful owner.

Customer sources

Customers are secured for this service in many ways. For the San Francisco area many daily spot announcements on the leading radio station are used to advertise this and the many other services offered by Meader's. Nationwide ads are carried in every issue of *Bride's Magazine* and occasionally in *Town & Country*. Direct

mail is used to contact recent brides in several major cities, through lists obtained from authoritative sources.

A steady source of customers has been the more exclusive ladies' apparel shops and large stores in the San Francisco area that sell the more expensive wedding gowns. Over the years Meader's has maintained a close relationship with stores catering to the carriage trade. As a result, these stores heartily recommend the drycleaning firm's many services to their customers, and send it their own work.

Each of the better stores in the district features a permanent display of the Heritage Vinyl Container complete with gown. Wedding gown customers desiring this service, in most instances, need only return the gown to the store, which gladly handles the entire transaction with Meader's as a part of its service. # #

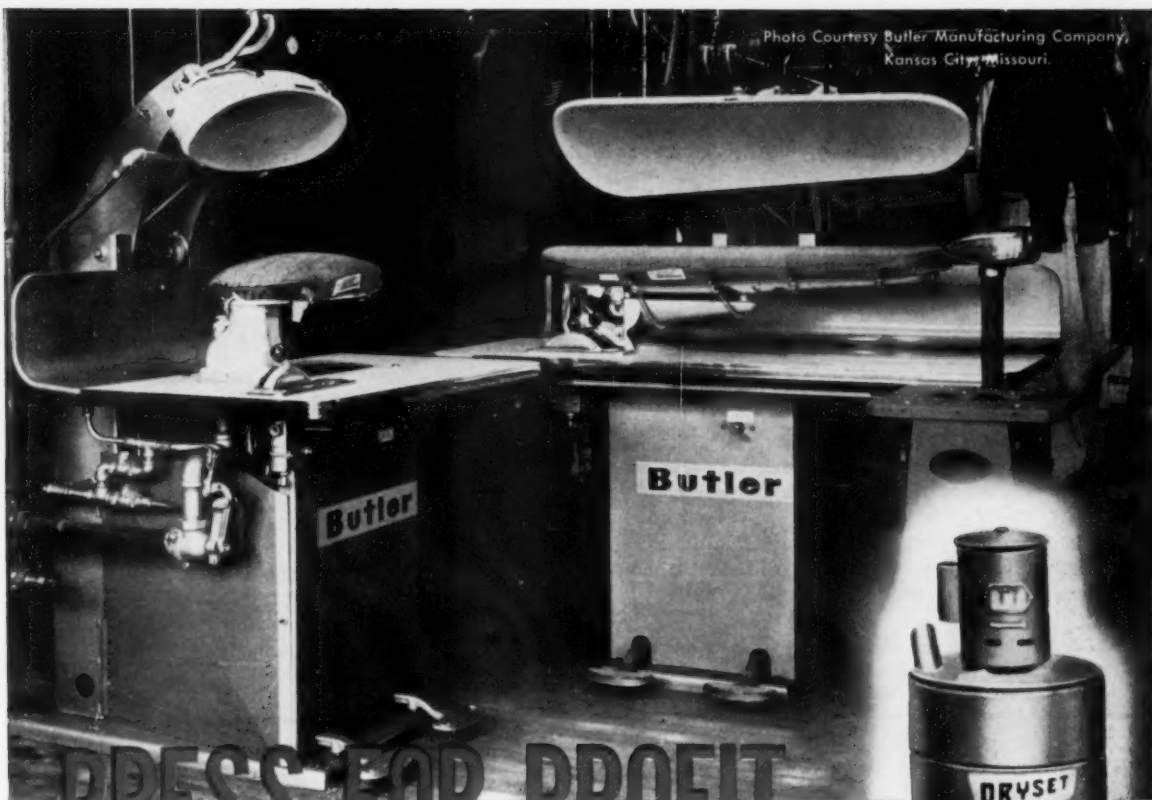


Transparent lid of container is next placed over the top for the heat-sealing step



Plant-designed machine does sealing. Delicate combination of heat and pressure plus perfect alignment are needed for airtight bond

Photo Courtesy Butler Manufacturing Company,
Kansas City, Missouri.



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Cotton CAN Be Cleaned!

By DR. JOSEPH R. WIEBUSH

Director of Research, National Institute of Drycleaning

From a Talk at the Annual NID Convention, Atlantic City, New Jersey, March 5-8, 1959

Rules for Drycleaning Light Cottons

1. *Keep your solvent clean.* The closer you can keep your drycleaning bath to its original condition, the better off you are. To avoid dye staining use activated carbon liberally, and do your light cottons when you know your solvent is in its best shape. While drycleaning anything in dirty solvent is never desirable, it is particularly important that the solvent be in extra clean shape before drycleaning cottons.

2. *Run light cottons only in light loads, either wool or silk.* The color of the classification is more important than the fiber considerations.

3. *Avoid wet prespotting.* Prespotting of cottons will usually lead to areas of discoloration.

4. *The solvent relative humidity of the load is not very critical as far as the cotton itself is concerned.* Short runs do not help much to avoid discoloration, and drycleaning in the rinse side only has no advantages, either. Whatever moisture operating conditions are called for by the light loads which you are running should be satisfactory for the cottons.

5. *If your light cottons have yellowed, they can be restored by wetcleaning.*

6. *There are so many weaves, and particularly so many finishes on cotton, that you can expect to get strange behavior occasionally.* For example, one dress in an otherwise good load might be badly discolored for reasons which are not obvious. At this point, restoration of the garment by wetcleaning may be in order.

OVER THE YEARS, cotton has been traditionally regarded as a washable fabric. We have had no accumulated drycleaning experience with cotton, and as a result, perhaps there is some confusion as to just how cottons should be drycleaned.

Many drycleaners have been promoting cottons as a summertime specialty. Cottons have become high-fashion garments. The owners of many cotton garments prefer to have them drycleaned, rather than take the trouble of washing them themselves. We certainly have no desire to discourage this development, and indeed as an industry we should do all that we can to encourage it.

If we are going to dryclean cottons, then by all means let us give the customer the finest drycleaning of cottons that we can give. The results of some of the work that we have done at NID will, I hope, serve as ground rules for the drycleaning of cotton.

Last year in our redeposition studies, we found that cotton as a fabric can be troublesome. The tendency to loss of whiteness is the most troublesome feature of drycleaning of cottons. Drycleaning of dark cottons has been no particular problem.

There are many different kinds of weaves and many different kinds of finishes which complicate the identification and drycleaning of cotton. Not all of the differences are readily apparent. Yet such differences as weave and finish make a big difference in

the drycleaning behavior of cotton garments.

As an example, let us consider two almost identical pieces of white cotton which were drycleaned in identical loads. The only difference between these two pieces of cotton was that one piece was treated with a commercial resin finish at the mill and the other was ordinary untreated cotton. The drycleaning was performed with two different detergents.

The loss in reflectance—call it graying or redeposition or what you will—was just about three times as high on the untreated piece of cotton as it was on the resin-finished sample. As chemical finishes become more and more important in cotton, perhaps the drycleaning will be made easier, at least as far as whiteness retention is concerned.

Since the finishes are so many and varied, in any study we could not possibly cover the entire field of cotton fabrics. In the studies I am reporting here, we selected three different types of white cotton fabric as test pieces. Drycleaning of white cotton fabrics would be the hardest situation you could expect to encounter. Any methods which are suitable for light cottons should certainly be satisfactory for dark cottons.

The first question that might be asked concerning the drycleaning of cotton is, "Is there something inherent in the drycleaning process which causes the loss of whiteness?" To ex-

amine this, we made up a number of drycleaning baths with new solvent, new detergent, with and without moisture. Now this is an artificial situation, but a perfectly clean system eliminates the other well-known causes of loss of brightness such as dye staining, insoluble soil and such things.

The three fabrics used were resin-finished broadcloth, untreated broadcloth and a cotton pique. The loss in reflectance, whatever the detergent used, was just about the same in all cases. The loss in reflectance was not bad at all when you consider that there was no agitation of the drycleaning bath, and the detergent was not rinsed from the fabrics.

The point I am making here is that the loss of brightness of cottons in drycleaning is not inherent in the drycleaning products and processes themselves.

So much for the new charges. How about a used detergent charge, which is the usual situation for the drycleaner? This is a different story. We selected at random four different cleaning baths, which had been in actual use for long periods of time. They included three Stoddard solvent systems and one perchlorethylene system. The same white sample swatches were soaked in the filtered detergent charge, extracted, and dried.

After the swatches were discolored,
Continued on page 90

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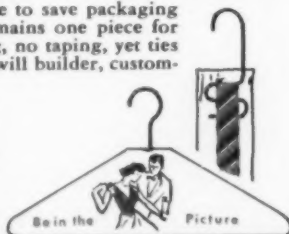
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Continued from page 88

we bleached them with chlorine bleach, and the reflectance readings were restored to the original, and in some cases higher than original. This confirms what we suspected, that the decrease in reflectance was caused almost entirely by dye staining. Had this been truly soil, bleach would not have helped. Cotton is quite susceptible to picking up any loose dye which may be in the bath. Consequently, anything you can do to reduce the possibility of dye staining will especially help when you dryclean light cottons.

Now for the results of some actual drycleaning under good plant conditions. We ran many loads in Stoddard solvent and in perchlorethylene, in rinse and in no-rinse systems. The object in all cases was to minimize the discoloration encountered in drycleaning cottons.

We have advised classification for years. One of the problems with classification with cotton is that, in the first place, you are not always sure it is a cotton fabric. So many other fabrics look like it and feel like it at a casual glance. Even if you did know it was cotton, the chances are that the average drycleaner would rarely have enough cottons to make an all-cotton load. We had this trouble in our own laboratory. We will assume, then, that it will be necessary to include the light cottons with the usually accepted standard classifications.

Our three test cotton fabrics were drycleaned in Stoddard solvent and all loads were rinsed. There was practically no difference in loss of whiteness between the light silk classification and the light wool classification. The dark silk and the dark wool classifications likewise were similar in their behavior, but there was considerably more discoloration. Results were the same with perchlorethylene.

This shows that light cottons should be classified with light loads, which is probably only common sense. Whether or not they are run with silk loads or wool loads seems to be of little concern.

The selection of the classification might well be determined by other considerations than the type of fiber. Perhaps the ornamentation, printing, fancy design, fragile accessories and other considerations will dictate special handling.

Now we come to the big subject of prespotting. We used both wet and dry prespotters on the cotton fabrics before drycleaning. We made up a typical wet prespotter with solvent, soap and water in a 1 to 1 to 1 mixture. The swatches were prespotted with this, and put into a wheel while



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they were drycleaned, and some of them we dried out after prespotting before putting them back into the wheel. Some were prespotted with a water spray.

The dry prespotters did not cause any increased discoloration. Drying out the test fabrics after wet prespotting before putting them back into the wheel, while it helped some, still did not reduce the loss in reflectance to the point that it would have been had no prespotting been used. The water spray itself caused almost as much discoloration as anything else.

Prespotting using perchlorethylene revealed only one point of difference from the results in Stoddard solvent, and that is that even the dry prespotter caused some discoloration. I didn't know the reason for this, and I note it only in passing.

The indications here are clear. If you want to retain whiteness in cottons, don't prespot, particularly with wet prespotters.

Some of our cotton samples were cabinet-dried, and others were tumbled with the load. We could find no difference in brightness between the two. Tumbling did not affect the discoloration one way or the other. The discoloration of cottons is picked up in the drycleaning bath, not in the tumbler.

Now how about the effects of moisture in the load? It has been a rule of thumb among drycleaners that, if moisture is allowed to get too high in the drycleaning bath, high graying can be expected. In the case of cottons, this presents somewhat of a dilemma. Cottons by their nature are usually badly soiled when you get them. They are worn in hot weather and, if nothing else, they are usually soiled with perspiration.

Now, if you want high water-soluble-soil removal on these cottons, you need moisture. If you prespot with a wet prespotter to take care of the water-soluble soil, you are opening the door to high discoloration.

How about a high relative humidity in the drycleaning bath?

On some test loads in a Stoddard solvent system there was not really much difference in redeposition on the cotton samples, although the high relative humidity of over 80 percent did produce wrinkled garments, as you might expect. Cotton in itself will not be harmed by the moisture. Our system had been kept as clean as we could with activated carbon, to avoid dye staining.

Despite the fact that high solvent RH seems to go hand in hand with high graying, particularly on rayon and acetate, cotton does not seem to

be very critical in this respect. There does not seem to be any great advantage to be gained in drycleaning cotton at a very low solvent RH.

The idea is prevalent that perhaps a short run is the answer to discoloration. In our short run there was very little improvement in the whiteness retention, and in such short runs the salt and sugar removal and water-soluble-stain removal in general can be expected to be very low.

In the two-bath system, you might be tempted to dryclean the cottons in the rinse solvent only. After all, the rinse side is usually free of dye, at least, and the nonvolatile residue is low. We did this, and found that this procedure doesn't get you very much, either. Water-soluble-soil removal was decreased, because there is very little detergent in the rinse. In fact, our color retention in Stoddard solvent was no better on the rinse side than on the wash side, maybe because there is less soil suspension in the rinse.

How about wetcleaning? We had some badly stained samples, showing 6 or 7 percent graying, and we wet-cleaned them by hand, with a detergent followed by a rinse. The discoloration was decreased considerably, and dropped down to the level of about 1 percent or less. This is as good as you can hope to do without bleaching. In cases of difficulty, or in the case of one garment badly discolored in the cleaning bath, wetcleaning can often be used as a method of restoration.

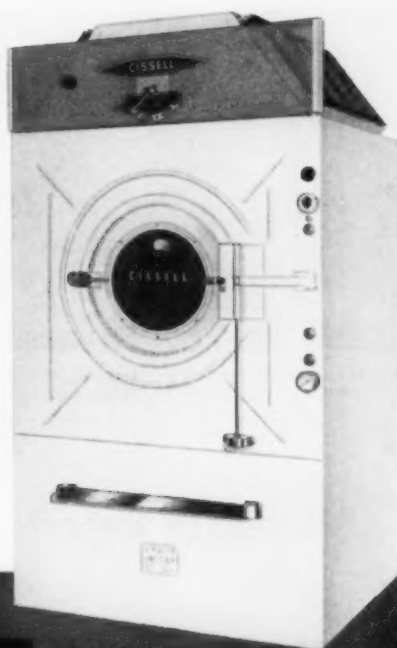
I believe that most cotton garments can be suitably drycleaned, and there is no need to consider wetcleaning all cottons as a matter of practice. If, after drycleaning, a cotton garment is discolored and dingy, by all means consider wetcleaning.

How about sizing? Certainly sizing on cottons is practical, and is a part of good customer service on cotton items. We had a bulletin last year which pointed out that cottons particularly are improved by sizing, and customer acceptance of drycleaned cotton garments is undoubtedly increased by judicious sizing. Remember, however, that sizing is not a substitute for drycleaning, and no amount of sizing will cover up poor cleaning on light cottons. Your cottons must be clean first, and then the sizing will improve them.

In general, then, light cottons can be drycleaned satisfactorily and there is no fundamental reason why drycleaners should not welcome and promote cotton business. Successful drycleaning of cotton hinges on the simple fundamental principles of good drycleaning. # #

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Contest winners take the podium at one-day Garden State convention in Newark. Left to right, Mrs. Helen Jones Rea, John K. Witherspoon, Mrs. Marjorie Dobbs, Irving A. Spalding, Jr.

Research Reports at Newark

THREE RESEARCH REPORTS were heard at the fortieth annual convention of the New Jersey Laundry and Cleaning Institute, which took place at the Essex House, Newark, February 7.

First, the Institute's president, A. John Plonski, Columbian Laundry, Newark, analyzed trends in the laundry industry in the past 10 years.

George Y. Klinefelter, Elite Laun-

dry, Baltimore, Maryland, gave a progress report on the All-American research program investigating automation for the laundry industry. Plans are currently on the drawing board for a pilot machine which, it is said, will wash and dry materials moving at 100 feet per minute.

Dr. Joseph F. Wiebush, director of research, National Institute of Drycleaning, told of some of the research

being conducted to put resins into cotton materials with ordinary drycleaning equipment so as to give them permanent pleats and wash-and-wear characteristics. While it can be done, he indicated that there were numerous obstacles to be overcome.

Three prize winners in the Parade of Progress contest recently run by our sister publication, *Starchroom Laundry Journal*, gave talks on their prize-winning topics. John K. Witherspoon, Dupont Laundry, Washington, D. C., described his company's telephone follow-up policy. Mrs. Marjorie A. Dobbs of New Haven, Connecticut, told "What Makes Monarch Laundries, Inc., Tick," and Irving A. Spalding, Jr., Boston Cleaners and Shirt Refinishers, Scranton, Pennsylvania, outlined his firm's five-point sales program.

The afternoon session was devoted to the public relations theme. Mrs. Helen Jones Rea, director of public relations, Swan Cleaners, Columbus, Ohio, told of the many things her company was doing to improve relations on both sides of the counter—employee and public.

George Klinefelter, chairman of the AIL Public Relations Committee, told of some of the findings revealed in the recent motivation survey and urged all plantowners to participate in and support the public relations phase of the program.—Henry Mozdzer

Oklahoma Has Best Attendance

FABRICS, FASHIONS and how they affect the drycleaner were the theme of an address by Dr. Dorothy S. Lyle at the twenty-ninth annual convention of the Oklahoma Association of Drycleaners held January 24 and 25 in the Biltmore Hotel, Oklahoma City.

Dr. Lyle, director of consumer relations for the National Institute of Drycleaning, illustrated her talk by

showing samples of many of the newer materials. She closed on a note of optimism that the new national textile labeling law will minimize many drycleaning problems.

The technical aspects of the drycleaning plant were discussed by John A. Ireland, director of industry relations for Caled Products Co. Mr. Ireland used diagrams of specific plants

he had visited to illustrate his talk. The problems encountered at these plants and difficulties with some of the new synthetic materials were other highlights of his address.

A humorous note was struck by Jeff Williams, who kept the Saturday night banquet amused with his rapid flow of jokes and anecdotes.

Convention registration for this year was reported at 976, in spite of the fact that a large group of the New Mexico Drycleaners Association was unable to attend at the last minute.

C. A. Downey, president of the association, named the gathering one of the most successful ever held, and Oklahoma City was again chosen as the site for the 1960 convention on January 22 and 23. The 40 exhibitors expressed satisfaction with the response to their displays.

Officers of the association reelected for the coming year were: president, C. A. Downey, Parisian Cleaners, Ponca City; first vice-president, R. W. Wayland, Osage Hills Cleaners, Tulsa; second vice-president, W. F. Griswold, Griswold Cleaners, Lawton, and secretary-treasurer, L. J. Nieman, Sterling Cleaners, Oklahoma City. #



Officers reelected at Oklahoma convention are, left to right: L. J. Neiman, C. A. Downey, R. W. Wayland and W. F. Griswold

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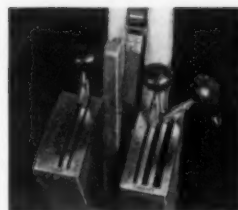
Meet your customers' demand for a soft, no-shine finish with equipment built to do the job. Even hard-to-work materials that demand air while steaming are finished beautifully on the FULLY AUTOMATIC Cissell Form Finisher. The Cissell Time Switch permits operator to do other work while the Cissell Form Finisher steams, dries and cuts off automatically. Levers regulate size of nylon form at waist, hip and lower positions by moving back and forth in a horizontal motion and quickly locking into position.

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Newly decorated call office is smart and attractive with white, black and pink color scheme

Face Lifting Spurs Drop Trade



By RICHARD VINOCUR

Double store front (left) is held together as one by large sign and projecting neon sign

Call office remodeling gives old establishment new sparkle . . .



Order-delivering conveyor behind brother Bud Jasmajian has attracted much attention to the plant

TO HIGHLIGHT their fortieth anniversary in one location the owners of Leading Cleaners, Brooklyn, New York, decided to give the plant call office a face lifting.

Brothers Harold and Bud Jasmajian sat down one day and took stock of their operation, which had not been going so well in recent years for several reasons. Leading was founded by their uncle in 1918, was sold, then rebought in 1932. The plant had no routes at the time. It was prospering as the effects of the depression began to disappear, but as the years passed more and more competitors sprung up in Leading's Bay Ridge location. Today the neighborhood around the plant supports 15 plants or drop stores in a 17-block area.

The plant is situated in a small business section surrounded by residential areas. The fact that the location is spotted with one- and two-family homes rather than the usual

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(Advertisement)

apartment buildings is a rarity in New York. As a result the 15 stores in the area must battle for a comparatively small number of potential customers.

Another difficulty was created when transportation fares rose almost a decade ago. The plant is not near a subway line and most persons traveling the underground routes must first take a bus. At one time fares included both rides and customers didn't mind getting off the bus and then back on to complete their trip. But when fares were upped and double fares were installed many persons stopped dropping off at Leading.

It was then that the plant initiated its first route. Since many customers were less inclined to travel to the store, the route grew rapidly. But at the same time the volume in the plant's call office fell off almost proportionately to the rise in the route sales.

Routes cut store volume

As the new route mushroomed, the Jasmajians decided to split it and extend their territory. Thus the second route was formed several months ago. At the time the plant was averaging about \$1,000 a week. The original route was drawing about \$600, the new route just developed brought in about \$150 and the store rounded out the figures with \$250.

At that point the brothers discussed their predicament. With the second route, some sales would undoubtedly be transferred from the call office. Another circumstance made matters even worse. The plant had established a quality reputation (base prices were \$1.25 on a suit and \$1.50 on a dress) and found that customers would bring in their fancy garments, but would take everyday clothes to the many cut-rate operations in the neighborhood. The store front had advertised the cleaning of wedding gowns, a big specialty, and many people were just ignorant of the fact that the plant took in other cleaning.

Activity called for

Harold and Bud did not want to cut prices, but they did want to add sparkle to Leading. Remodeling the store front and creating activity in the window was one answer to the question of how to keep the store alive.

Of one thing Leading's owners were certain—a conveyor would be installed to pep up visual activity. No matter how the store was to be remodeled, the conveyor would reach from the back of the plant to the front window. They also thought that by seeing the garments on the con-

veyor customers would get the idea that the plant was not solely a specialty cleaner.

Harold and Bud decided to call in an architect to take care of revamping the call office. But when the estimate totaled over \$15,000, the brothers decided the matter called for further consideration. They had a general idea of what was to be done and called in a local carpenter. He agreed that the task of remodeling wouldn't be too costly if done efficiently. Then a local painter, sign painter and electrician were also brought in and the job was under way.

Complete redecoration

The entire call office was repainted and the walls were covered with a durable and attractive gray wallpaper. The call-office counter was re-covered with black striated wood and a pink Formica top, and was moved across the front of the store. The conveyor was then placed in the counter's former location. Behind the counter a false wall was installed with an attractive sign carrying the plant name and emblem. A list of the various sidelines was displayed in raised white lettering. A new floor of black-and-white-striped linoleum added to the call office's new beauty.

A false black-and-white ceiling was built over the counter with a four-bulb neon fixture which brightly illuminates the newly decorated call office. To spark the appearance of the outside of the plant a neon sign was put up.

But the most attractive feature, in the eyes of the Jasmajian brothers, was the fact that the remodeling job cost only \$1,300 as compared to the original estimate of \$15,000. Including the conveyor and some other minor additions, the total bill was \$3,700.

Work was started over a holiday weekend and the entire job took about two weeks, but at no time was the plant closed.

Of course, it is hard to estimate the value of such a venture for several months. But the Jasmajian brothers very shortly noticed quite a few new faces in the store—and that's a good sign. # #

PRESSURE AND TEMPERATURE

Continued from page 57

venient accessibility of the adjusting mechanism.

Some authorities believe that if the medium which will be controlled through the regulator valve is water or oil, you should not select the weight-loaded type of self-operated regulator. The steam-operated type can only be used on steam service. Apart from these limitations, any type may be used for any medium. Of course, the body and trim material and rating section must be appropriate for temperature, pressure, viscosity and corrosive nature of the medium.

Batch-type operations are inherently intermittent in demand and therefore require a single-seated regulator, for tight shut-off in dead-end service. Apparatus subject to intermittent operation (in contrast to continuous operation) must have tight closure during the stand-by periods when no steam is needed, otherwise even a small leakage will finally permit full supply pressure to build up downstream.

Requirements of presses

Presses, which are steam-heated, require a tight shut-off because the heating operation takes place for limited periods of time. They are typically small in size giving them limited demand side-capacity and are operated at moderate rather than high pressure.

Presses, ironers, driers and steam-jacketed equipment customarily require single-seat regulation. Such regulators are usual on the primary stage of two-stage pressure reduction.

Continuous-type operations should be handled with double-seated, semi-balanced valves. These valves are easier to control than single-seated valves and require less force to operate, making possible larger sizes and greater sensitivity. But as has been mentioned, double-seated valves are not suitable for intermittent service because they do not cut off the steam entirely when in the closed position. Temperature expansion will only permit one or the other of the tandem-connected seats to close tightly and, consequently, there will be a small leakage past the other seat.

Steam headers supplying a large number of batch-operated small presses will have an aggregate total demand which makes them a continuous-type application suitable for double-seated regulator valves. # #

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ASSOCIATION NOTES

New Association: A meeting of dry-cleaning and laundry plant owners from four eastern provinces met in Moncton, N. B., Canada, recently to form a new association to be known as the Atlantic Provinces Launderers and Dry Cleaners Association.

K. B. Holt of St. John was elected president, with J. E. Hickey, Summerside, first vice-president, and J. E. Bagnell, Truro, second vice-president.

Elected as the first board of governors are: R. B. Bird, Sydney, chairman of the Cape Breton division; R. W. Norman, St. John's, chairman, Newfoundland division; Mr. Holt, chairman of the New Brunswick division; Mr. Bagnell, chairman of the Nova Scotia division; Mr. Hickey, chairman of P.E.I. division, and Walter Young, Halifax, chairman of the Halifax-Dartmouth division.

Educational Services: The California Drycleaners Association, Inc., is conducting a 6-hour course on textile fibers and fabrics in various sections of the state. With the course is offered an 84-page manual and a certificate on completion of the course. Color slides are used to illustrate the material, including many magnifications of fiber reaction.

The North Carolina Association of Launderers and Cleaners has started a long-range public information program on fabrics, fabric care and soil removal, according to Fred Dodge, executive secretary. The information offered is contained in a series of articles by the association's "Fabric Doctor," sponsored by members.

#

Ontario Change: The Dry Cleaners Institute (Ontario) Ltd., held its semi-annual meeting recently and made official the resolution to change the name of the corporation to Dry Cleaners and Launderers Institute (Ontario).

#

Disaster Assistance: The Disaster Committee of the St. Louis (Mo.) Dry Cleaners Exchange was alerted immediately after the receipt of news of the city's worst tornado. After a poll of members to determine if any of them needed help, a telegram was dispatched to the Red Cross offering the services of the Exchange. A request for hangers and racks was fulfilled. An appeal for uncalled-for clothing was made to members in a special letter and sufficient clothing was shortly provided for emergency requirements.

#

Local Meetings: The Hazleton (Pa.) Dry Cleaning and Laundry Association held an organization meeting recently to discuss new wage laws for the industry which went into effect in February, plant maintenance and inspection, pricing, insurance, processing and quality of standards.

The Mid-West division of the Dry Cleaners and Launderers Institute (Ontario) met recently in Waterloo, Ont., to hear guest speaker Mrs. Michael Humphries, textile chairman of the Canadian Association of Consumers. Mrs. Humphries blamed much of the trouble among fabric mills,



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FILTER POWDER
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You've found that poly garment bags build your cleaning business. Your customers like their convenience. You like their transparency and the look of quality they give your finished work.

So far so good . . . Now let's look at the bags themselves. These facts about polyethylene can help you get more value for your garment bag dollar:

How thick should a bag be? Bags that are too thin snag and cause other handling difficulties during the bagging operation. They also cause customer dissatisfaction: A bag that safely holds a light dress may burst under the bulk of a heavy overcoat. As a rule, a 0.5 mil bag is satisfactory; 0.6 or 0.7 mil is safer.

How wide and how long? Skimpy bags are doubly inconvenient. You have trouble inserting the garment; your customer has trouble removing it. Standard width for comfortable fit is 27 inches. Length should be adequate to protect the garment all the way down.

How much clarity . . . how much toughness? Strength and clarity are built into poly film through the resin. Generally, the films with greatest clarity are not as tough as lower clarity films of the same thickness.

More bags—for the same money—is not always the best value, not if it means that the film is thinner. You may lose more in handling problems and customer appeal than you save in money. To get exactly what you want . . .

Decide on your needs, work with your supplier. Make it a practice to specify on your order the film properties that you find are best for your own bagging operation. Polyethylene is versatile enough to give you what you want.

Until your industry establishes standards for polyethylene garment bags, U.S.I., makers of PETROTHENE® polyethylene resins will be glad to assist you in setting up specifications that will assure you consistent satisfaction.

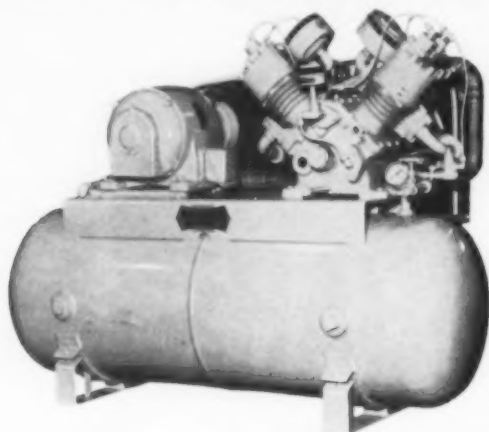
FREE! A new 8-page booklet prepared by U.S.I. contains simplified tables and formulas that can be used for calculating bag and film thickness to be expected from given weights of polyethylene. For your copy of "Formulas and Tables for Polyethylene Film and Bags," write:



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Inquiries are invited from wholesale supply houses

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manufacturers, retailers, consumers and drycleaners on a lack of communication. Presiding over the meeting was Raymond MacIntosh, president of the division.

"Effective Employee Communications" was the subject of a recent meeting of the Laundry-Dry Cleaning Association of the District of Columbia. The discussion was led by an outstanding authority, William J. Malatesta, the assistant manager of the Business Relations Department of the U. S. Chamber of Commerce. In appreciation of his contribution to the industry, he was presented with a gift by Leonard Viner, president of the association.

##

Cooperation With Schools: As a result of the initiative of Milt Winter, Sam Leo and other members of the Mohawk Valley Chapter of the Neighborhood Cleaners Associations, the supervisor of home economics in Utica (N. Y.) schools has written to all homemaking teachers in both day and adult classes recommending a proposed educational project. She informed the teachers of the group's offer to arrange class visits to any of the 11 member plants and also to arrange classroom demonstrations on clothes care. Slides, recording and a film showing will be made available, as well as booklets on clothes care.

##

New Group: A group of Tacoma (Wash.) area drycleaning and laundry firms recently announced the formation of an independent organization, the Dry Cleaners and Launderers Association of Pierce County.

President of the new group, Donald W. Walter, noted the growing need for such an organization "devoted to the public interest through the merchandising of services at fair and equitable prices."

Claude Clappitt is vice-president, Farson E. Lynn secretary-treasurer.

##

Local Elections: The South Bay (Calif.) Dry Cleaners Association recently held an installation banquet for new officers at Redondo Beach. Wilbur L. Jones, outgoing president, officiated, and Otto Petri served as installing officer. New officers installed at the dinner are: Lee Lynn, president; Harold Berns, vice-president; Cy Bowen, secretary, and Oliver Coury, treasurer. New directors are Wilbur Jones, George Coury, Lew Dodge, Johnny Lococo, Raleigh Free-



*You need never lose a single garment...
due to faulty tagging!*

ACE CLIPPER STAPLING PLIERS HOLD TAGS TIGHTER

WITH A UNIQUE STAPLE THAT IS *EASILY REMOVED!*

And...ACE tags faster, more comfortably...
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The loss of just one garment would cost you *much more* than
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So be sure garments stay tagged!

Use an ACE CLIPPER *Stapler* and ACE CLIPPER Undulated
Staples...to make sure tags don't come off until removed!

No other *staples* hold tighter than ACE CLIPPER *Staples*...
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And no other *stapler* gives you faster, easier action than the
famous ACE CLIPPER. This handsome husky fits comfortably
in your hand...works smoothly, has wider jaws to fasten the
most awkward packages. Yet it costs just \$6.50.

Ask your ACE dealer to demonstrate the chrome plated ACE
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undulated rust-proof *Staples*...today!

Then see the whole ACE line!

MORE CLEANERS AND LAUNDRIES USE ACE CLIPPER THAN ANY OTHER FASTENER!



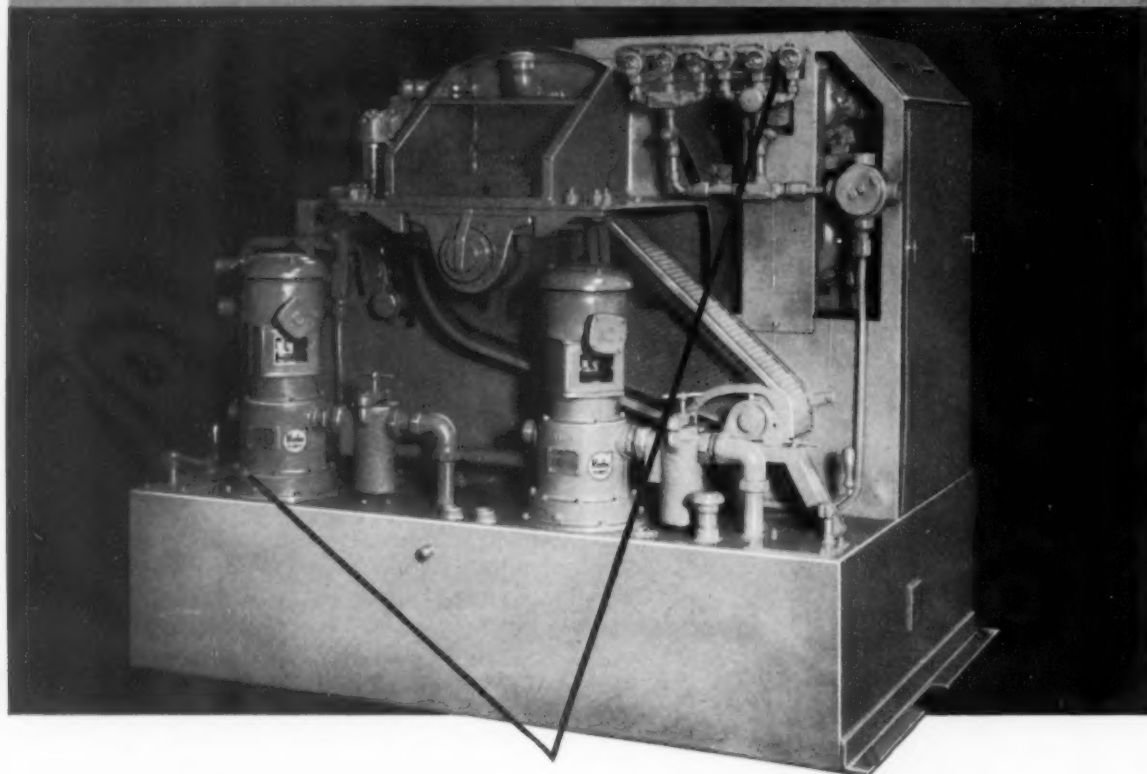
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Remarkably compact, highly efficient and easy-operating, the Washex P-45 package unit is design-engineered as a profit producer for its users. Marlow pumps are used on both the petroleum and SYNTOMAT synthetic solvent models.

The quiet, efficient, dependable performance of Marlow pumps play an important part in the operational success story of these fully automatic package units. Two space-saving vertical self-priming pumps provide continuous high solvent flow from base tanks to filter to machine. In fact

Marlows are used on all larger Washex machines as well.

Marlow pumps help make good drycleaning equipment *better!* They're specially engineered for the job. A patented, mechanical seal eliminates shaft leakage. There's no solvent loss — floors stay dry and clean. And Marlows handle petroleum or synthetic

solvents with equal ease.

Fewer shut-downs, less maintenance, space-saving design, sturdy construction, quiet operation—are just a few of the many Marlow advantages.

For complete information on these long-lasting pumps, see your Marlow dealer or write for Bulletin DC-04 today.



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man, Everett Graff and Jack Fisher.

At the fourteenth annual meeting of the Dry Cleaners Guild of Cleveland, held on March 18, the following officers were elected for 1959-60: Ben Lichtman, Checker Cleaners, president; Otto Fox, Fox Hatters & Cleaners, first vice-president; Bernard Schwartz, Hollywood Cleaners, second vice-president; Robert Stone, Excelsior Cleaners, treasurer. Mrs. Lucile Seidman continues as executive secretary.

Election meetings for the Nassau and Suffolk (New York) chapters of the Neighborhood Cleaners Associations were held recently in New York and Hempstead. Results of the election were as follows: Murry Sherman, president; Robert Rakitty, executive vice-president; Seymour Reiner and Sidney Slayton, vice-presidents; David Scherzer, secretary; Bernard Teichman, treasurer.

Board members elected are: Lawson Colen, Jacob Grobstein, Ralph Molaro, Perry Kornhauser, James Bass, Abner Weber, Jerome Neparstek, Peter Savadsky, Ralph Schmones, Joseph Weir. Alternate board members are: Abel Starkman, Albert Derian, Joseph Perelman, Leonard Goldberg, Stanley Lehrfeld, Ban Matilsky, Mel Silverstein and Gregory Christopher.

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R. R. STREET & CO. INC. CHICAGO 6

N.I.D. NEWS

"Back Home" Chairman Named: Brooke Farran, vice-president of Bell Laundry, Chevy Chase, Md., has been appointed general chairman for the annual "Back Home Day" reunion of the NID Alumni Society, it was announced by the Society's president, "Dutch" Rothe.

Nearly 500 drycleaners and their families are expected to attend the twenty-ninth annual mid-August

weekend reunion to hear industry speakers talk on a variety of topics and to attend evening social events.

Mr. Farran graduated from the NID in 1946 and is a past president of Alpha Chapter of the NID Alumni Society. He served with the U. S. Navy during World War II, and has been with Bell Laundry nearly six years, after previous experience in the industry in Washington.

ers & Laundry, De Pere, Wis.; Carlton C. Coburn, Holiday Cleaners, Dallas, Tex.; James P. Collentro, Howes of Malden, Malden, Mass.; Federico R. Dunner, Le Grand Chic Edwin Dunner y Cia, Santiago, Chile; Ronald Gallick, White Fish Bay Cleaners, Milwaukee; N. Roy Hasebe, Tessler Bros., (B. C.) Ltd., Vancouver, B. C., Canada; Harold Charles Jaffe, Perfect Cleaners, Chicago; Douglas B. Mott, Freda Dry Cleaners, Brandon, Man., Canada; Edward J. Puckett, White Star Laundry & Dry Cleaners, Wolf Point, Mont.; Robert J. Wong, Quong Sing Laundry & Cleaners, Newport, R. I. Back row: Gerald H. Burns, Trudeau's Cleaners & Shirt Service, Edmonton, Alta., Canada; Gerald Carr, Band Box Cleaners, Charles City, Iowa; Ronald D. Denney, Denney's Cleaners, Marshall, Tex.; Ramon Joseph Elbeery, Broadway Bonded Cleaners, Lawrence, Mass.; Ernest K. Henderson, Cleansing Plant Owners of Mass., Inc., Boston, Mass.; Herbert M. Jernigan, Jr., Jernigan Dry Clean-



General Course Graduates: Twenty-three students from 12 states, the District of Columbia, Canada and Chile were graduated recently from the 105th general course in drycleaning

plant practices offered by the NID.

Graduates, front row, left to right, are: Robert Bayer, Jr., Commandant of the Marine Corps, Washington, D. C.; Wayne D. Butz, Royal Clean-

**NOW IN ECONOMICAL
5-LB. PACK**

FORMULA L-252

**Protein Digester Spot Remover
for dip or bath**



The odorless, fast-acting, dependable protein digester that dramatically cuts your spot removal costs! Get the free plaque mats described below. See your jobber or write:

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Industrial Products Division

Merchandise Mart • Chicago 54, Illinois



ers, Mount Rainier, Md.; Ray A. La Bart, Arnold's, Inc., Los Angeles, Calif.; William Michael Morich, Nite and Day Cleaners, Detroit, Mich.; Jeanette Ricchiuti, One Hour Martinizing, Mt. Prospect, Ill.; J. L. Roberts, Jr., Troy Laundry Company, Meridian, Miss.; Peter Michael Savage, Parkers (Quebec) Ltd., St. Lambert, Que., Canada; H. Randall Walzer, Walzer Cleaning Company, New Kensington, Pa.

##

Correspondence Graduates: During the month of February 27 students completed the correspondence courses conducted by NID. The graduates are: Donald L. Tangeman, Tangeman Cleaners, Coldwater, Ohio; Joseph R. Albi and George J. Palaze, Cascade Laundry, Denver; Lucille F. Frooks,

Spitzer the Cleaner, Richmond, Va.; John R. Dumas, Dumas' Domestic Laundry, Medford, Ore.; Walter C. Wilkerson, Crutchfield's, Lynchburg, Va.; Frank Ho Lem, Rosedale Cleaners, Calgary, Alta., Canada; Edna La-Croix, Prince Albert Laundry, Prince Albert, Sask., Canada; Fred Whitely, Peerless Laundry, Inc., Welch, W. Va.; Rolland Rheynard, Nu Way Cleaners, Battle Creek, Mich.; Elizabeth S. Buckley, Killip Laundry, Albany, N. Y.; Kay Uel Walters and Kermit Milford Frasure, Stephens Cleaners, Blackfoot, Idaho; Bill Butts, Mac's Cleaners, Chattanooga, Tenn.; James E. Rush, Jr., Rush's Fast Service Cleaners, Alexandria, La.; George G. Heerman, Jr., Ideal Troy, Peoria, Ill.; Florene Lynch, Modern Cleaners, Newport News, Va.; Donald C. Howard, Rainbow Cleaners, McHenry, Ill.; Morrill K. Hall, Hall's

Cleaners, Hyannis, Mass.; Eloise Mae White, Monticello Cleaners, Arlington, Va.; Laura M. Fonger, Empire Laundry, Baltimore, Md.; Aquila Galloway, New Laundry & Dry Cleaners, Reidsville, N. C.; Willis Crank, Stanford Laundry, Carrollton, Mo.; Sarah E. Kamman, Weed Laundry, Corbin, Ky.; Dorothea Acker, Berkshire Laundry, Albany, N. Y.; Saunders Arnold, Peterson Road Cleaners, Chicago; Joyce M. Livingston, Ojai Valley Cleaners, Ojai, Calif.

These graduates bring to 415 the total number of graduates of NID correspondence courses.

##

Silk Finishing Course: The special two-week course in the theory and practice of finishing silk garments was recently completed by four students at the NID headquarters. They are: Mrs. Pearl U. Krasusky, Nite and Day Cleaners, Detroit; Etta R. Toney, Master Cleaners, Shelby, N. C.; Luther H. Sparks, Jr., Malerich & Sons, Lincoln, Ill.; Gardiner Hulse, Jr., Bellport Sanitary Laundry, Bellport, N. Y.

##

Group Tours NID: A group of 19 dry-cleaners from 15 towns in New Jersey and one from Philadelphia recently toured NID headquarters after being welcomed by George P. Fulton, the Institute's general manager.

The visiting cleaners saw the research and testing laboratories as well as the educational and administrative operations. They also inspected the model commercial drycleaning plant.

Cleaners who took the tour are: Raymond F. Conover, Riverton; Ray DiMarco, Haddonfield; Howard T. Brown, Joseph Krassan and Harry Zukowsky, Collingswood; Milton Bell, Swedesboro; Joseph Chiarulli, Somerdale; Ben B. Foster, Gloucester City; Ray Wilson, Magnolia; George J. Holroyd, Riverside; Michael C. Fanelli, Glassboro; Joseph Milano, Pennsauken; Zaven Yassian, Jack Girogasian, John A. Reed, Gerald Goldberg, Thomas A. Zegrino and Karnig Avedissan, Camden; Umberto F. DiRenzo, Erlton, all of New Jersey, and Eugene Pollock, Philadelphia.

##

Current Bulletins: The NID Bulletin Service has published four new informative bulletins on jersey knit shrinkage (FF 53), folding furniture covers (Practical Operating Tips P-35), Selling Tips (ST8) for quality trouser finishing, and Sales Meeting Guide (SMG8).



YOU CAN EARN \$15 to \$50 extra money in "on-location" jobs!



CAR INTERIORS



CHAIRS AND DAVENPORTS

THE MULTI-CLEAN "Professional"

Everything you need
in one case!



(Non-tip 4-caster dolly is optional)

Figure it this way: if you charge \$15 for a davenport and chair . . . \$25 for a car interior . . . \$5 for a flight of stair carpeting . . . how much extra money could you earn today with the new Multi-Clean "PROFESSIONAL" Upholstery Cleaning Unit? It could be \$15, \$35 or \$50 extra. On many jobs you will double your money.

The "PROFESSIONAL" is a compact, all-in-one unit you can take along on every rug and carpet cleaning job. And the extra money it earns involves no extra cost to you for selling, transportation, or setting up for the jobs.

First, you'll use the "PROFESSIONAL" for better faster finishing of wall-to-wall carpet jobs. Its small, lightweight (only 6 lbs.) cleaning head gets into tight corners . . . curved, irregular surfaces . . . all hard-to-reach areas. Second, it scrub-shampoos upholstered furniture swiftly, safely, beautifully.

The cleaning head contains pump, finger-tip controls, and motor which powers the 5-inch nylon brush and the pump at non-splattering speed. You can start, stop, feed shampoo at will. Tank, built into carrying case, holds 2 1/4 gallons of shampoo.

Want prices and details on this 24-lb. money maker? Mail coupon below!

MULTI-CLEAN®

PRODUCTS, INC.



MULTI-CLEAN PRODUCTS, INC.

2277 Ford Parkway, Dept. NC-28-59, St. Paul 1, Minnesota

● Gentlemen: Tell me more about the "PROFESSIONAL" and how it will increase my profits.

I'm also interested in: ☐ Scrubber ☐ Industrial Vac ☐ Shampoos

Name _____

Address _____

City _____ Zone _____ State _____

SIGNS of the TIMES

New Closure: Watch for a new type of garment fastener or closure to be introduced this spring. This device, made of nylon, performs somewhat like a zipper. The main difference is that one strip of nylon is burred, the other smooth. Merely pressing the two strips together holds the garment in place.

The new closure will be found on coats, dresses, shirts and trousers. Another application is on sports clothes. The newness of the device will give it a great appeal. However, there are a few things cleaners must keep in mind if they process such garments with this closure.

First is that the tiny burrs on the

one side of the fastener have a tendency to pick up lint. If garments have this type of fastener, they should first be closed before drycleaning. The other, and more important consideration, is that excessive heat will melt the burrs, rendering the device useless. Temperatures over 250° F. will cause the burrs to fuse.

One last tip. Be sure to check the fasteners before processing. If they are glued to the fabric, the glue may dissolve in normal drycleaning. If the fasteners are sewed on, there will be no great problem, provided routine care is exercised and that finishing is done at low temperatures.

##

Public Service: The Birmingham (Mich.) Junior Chamber of Commerce recently presented its distinguished service award to Harold Kalbfleisch, owner of Birmingham Cleaners and a director of the Michigan Dry Cleaning Association.

Philip H. Band, president of Elite Laundry, Inc., is again serving as chairman of the Cleaners and Dyers Division and the Laundry and Linen Supplies Division for the New York Red Cross Chapter's 1959 Campaign.

Eugene Stone, owner of Reinbeck (Iowa) Cleaners, has been elected secretary-treasurer of the Reinbeck Commercial Club.

##

Alert on Plastic Bags: The reported deaths of four small children in Phoenix, Arizona, as a result of playing with plastic garment bags, have served to alert the press and interested organizations to the danger. At the same time, the situation presents a real problem for the drycleaning industry and for the individual dry-cleaner.

According to a report of the American Medical Association on the Phoenix cases, static electricity in the thin plastic bags caused them to cling to the faces of the children, all very young, cutting off the air and leading to suffocation. Both the AMA and the National Safety Council, it is reported, are preparing warnings on the garment bags, just as in the past they have warned about the dangers to small children of abandoned refrigerators.

The National Institute of Drycleaning has issued a bulletin asking dry-



**stop sending your money
up in a cloud of steam!
CUT YOUR FUEL BILLS IN HALF!**

**Let us prove a
GROSS STAR AIR VAC
actually costs you nothing**

- Serves 1, 2 or 3 presses.
- Installs in seconds; Just change to an AIR VAC valve, use your present 1 1/4" line, no drain lines necessary.
- Plug into any 110 AC or DC outlet and go to work.
- Small enough to tuck in a corner, only 19" high, 11" across. Out-performs all other vacuum methods.
- SAVES by giving you faster, better finishing; low, low power costs.
- The savings on installation alone makes your GROSS STAR AIR VAC cost you nothing.
- Satisfaction Guaranteed.

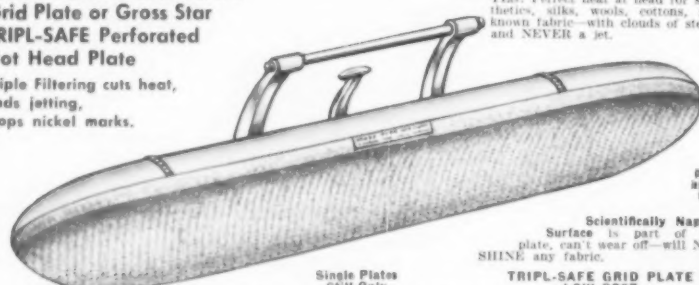
GROSS STAR AIR VAC \$250
Tiny, but mighty f.o.b. Chicago

ONLY L. Behrstock Co. manufactures and sells GROSS STAR Air Vac. . . . from your jobber

NOW - Perfect Finishing for WASH - N - WEAR

with Gross Star TRIPL-SAFE Grid Plate or Gross Star TRIPL-SAFE Perforated Hot Head Plate

Triple Filtering cuts heat, ends jetting, stops nickel marks.



YES! Perfect heat at head for synthetics, silks, wools, cottons, any known fabric—with clouds of steam and NEVER a jet.

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Scientifically Napped Surface is part of the plate, can't wear off—will NOT SHINE any fabric.

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From Your Jobber

Single Plates Still Only		TRIPL-SAFE GRID PLATE LOW COST	
Under 46"\$16.85	Under 46"\$29.75
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GROSS STAR TRIPL-SAFE GRID PLATE

PATENT APPL'D FOR

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1708 S. STATE ST. CHICAGO 16, ILL.

WITH BUILT-IN STEAM FILTER



There's STYLE in American Clothes

...and they have it as long as they last! It's because American people enjoy the services of 15,000 professional drycleaners with modern equipment and the finest modern solvents such as...

'Perk'

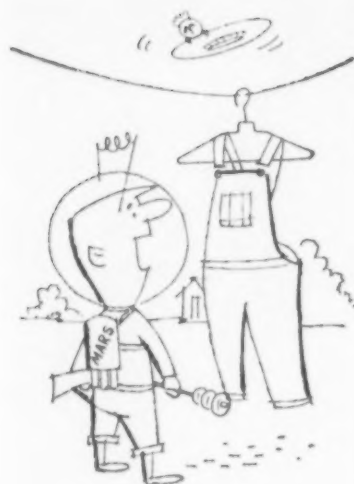
STAUFFER'S PERCHLORETHYLENE

*12 Quality Control measures
insure the safety of
fine fabrics*



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TAKE ME TO YOUR LEADER

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cleaners to warn their customers not to permit small children to use the bags as playthings. As a matter of good public relations, as well as social responsibility, it would seem desirable for the cleaning industry to take the initiative in issuing the warning rather than leave it entirely to other organizations.

The NID bulletin suggests that dry-cleaners point out to their customers that plastic bags may be considered in the same category as aspirin, insecticides, sharp tools and other common household items which are useful for their proper purposes but should be carefully kept out of reach of small children. There is no more logical reason for drycleaners to get panicky about plastic garment bags than for drugstores to take aspirin off their shelves or for hardware stores to stop selling knives.

##

More Deep-Pile Colors: Drycleaners who are accustomed to the "natural fur" colors in deep-pile fabric coats may now be on the alert for man-made fur fibers in other hues. According to an announcement by A. L. Snyder, sales manager of the textile fibers department of Union Carbide Chemicals Company, Dynel acrylic

fiber is now also available in green, marine blue, pewter and caramel.

Mr. Snyder points out that with the new colored fibers novel one- and two-height pile effects will be possible. One example he notes is a one-height blend of black and white shades. A cited two-height effect is a blue-black coating fabric using marine blue coarse-denier Dynel for the "guard hair" and a high-shrink gray fiber for "under hair."

##

Warning on Rubber-Lined Fabric:

A warning of the dangers in drycleaning a poplin-type fabric which has recently appeared on the market in the form of rubber-lined men's and boys' jackets has been issued in a newsletter published recently by the NID.

The newsletter notes that the rubber lining tends to separate in sheets and the fabric itself becomes limp. Garments have been received under a number of labels for testing but none can be traced to a source of manufacture.

According to W. Clay Hardin, NID's chief analyst, the separation seems to occur mainly during the solvent cycle, although some difficulty is also noted in steam pressing, which may cause a blister-type delamination.

##

Why it pays to use

Tru Color

**DYEING
SERVICE**

- 1** You get the finest dyework in the land, the kind you'll hand to your customers with pride. Everything—garments, rugs, household fabrics—processed in automatically-controlled stainless steel equipment and pre-conditioned for easier finishing. Latest techniques assure right "handle," maximum color depth and uniformity, size retention.
- 2** You get your choice of "E-Z PRESS" semi-finished or "FINISHED-TO-FIT" services.
- 3** You get fast, dependable service even at peak of the season. Most orders shipped back within 24 hours of receipt.
- 4** You get the convenience of one-stop service for all your sideline specialties—TRU COLOR can handle your *suede and leather cleaning, glove cleaning, reweaving, flameproofing, showerproofing, vat-dyeing of commercial linens*. Send everything in same bundle with dyework.
- 5** You get color cards, posters, marking and mailing supplies FREE.

The mailman makes it easy to use...

TRU COLOR DYE WORKS, Inc.

24-47 44th Street, Long Island City 3, N.Y.

Write for our trade price list / Mail Order "Supermarket" of Sideline Services

Money Machines: A Fairview, Mass., drycleaner recently had good reason to believe that his tumbler had turned into a money-making apparatus. Neil O'Leary, owner of Sentry Cleaners, was just finishing the drying cycle on a pair of drapes when the air was suddenly filled with flying currency and checks.

Startled, Mr. O'Leary said he at first thought he had forgotten to make the daily bank deposit, but he later realized the \$5, \$10 and \$20 bills were coming from the drier in which the drapes were being processed.

When summoned to the scene, the owner of the drapes admitted with no little embarrassment that she had sewed the money and checks into the lining. She added that now she would have to find another household cache to fool her husband.

##

California Board Appointments: Bard L. Christensen of Mar Vista, Calif., was reappointed to the California State Dry Cleaners Board by Governor Edmund G. Brown. Norman B. Aaronian, Fresno, and Sturl R. Sheff, Compton, were also appointed to the board.

Hundreds of Satisfied Customers Depend on Haertel **ALWAYS!**



DRY STORAGE • COLD STORAGE **AIR-COOLED OR WATER-COOLED UNITS**

There is a Haertel Storage unit to fit your needs. A Haertel representative will recommend how to build or alter . . . and how to equip your vault at a low minimum cost. Any available space can become storage area, and having your own storage facilities will increase your business as well as your reputation. From the small "Storagemaster" dehumidifier-fumigating unit, to the large "Vaultmaster" which includes automatic refrigeration, dehumidifying and fumigation. The Haertel Line is custom engineered to give you *approved*, safe protection and long trouble-free service.

Twenty-nine years experience. Free planning and engineering service . . . Personalized service by our many regional representatives. Proven and tested supplies for all types of fur cleaning.



Send for our
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Have your representative
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NEW PRODUCTS AND LITERATURE

Continued from page 10

needed to operate from any 110-volt line simply by plugging the unit into a standard electrical outlet. No drain lines are required, according to Mr. Caplan, as the 13,000 r.p.m. motor vaporizes condensation and removes it with air. Present vacuum lines of 1 1/4 to 2 inches need not be changed for conversion to use of the Little Giant, and it can be installed to work effectively with one, two or three presses.

For additional information write Excelsior Machinery Co., 6175 Vermont, Detroit 2, Mich.

New National Cash Register



The National Cash Register Company has introduced the new Class 61 sales register which provides up to 18 totals for sales information and cash and credit control.

Extra machine totals have been developed to help keep pace with the record-keeping now necessary in many departments. The maker says the new register will accumulate departmental sales, state and federal taxes, as well as credit totals for refunds, returns and coupons. It also figures change automatically and is equipped for attachment of NCR's new automatic change dispenser.

Presorting of taxable and nontaxable items is now eliminated by the selective itemizer, and new soundproofing improvements have been included to make operation of the Class 61 extremely quiet, the maker adds.

Electrical key pressure to reduce operator fatigue and easily read white amounts on a dark

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

background are other new features in the register. The cash drawer also has been enlarged with more space from front to back and longer bill compartments.

For additional information write Product Information, The National Cash Register Company, Main & K Sts., Dayton 9, Ohio.

Detrex Adds Solvent Coolers

Detrex Chemical Industries, Inc., now offers solvent cooling coils as standard equipment on all its drycleaning machines, the company has announced.

Pointing out the importance of solvent cooling in charged solvent operations, Detrex notes that its new feature can also be obtained for installation in all Model 422, 527, 560 and 600 machines now in operation.

The new solvent cooling coils are mounted on the inside of the storage clean-out door for easy accessibility. The maker says they are oversize in both capacity and cooling area, but require a minimum of water. There is also little increase in water temperature when the heat exchange takes place between warm solvent and cold water, according to Detrex.

The manufacturer adds that solvent cooling coils are only practical on machines with automatic tank sweep in the solvent storage tank, a major feature of Detrex machines.

For further information write Detrex Chemical Industries, Inc., 14331 Woodrow Wilson Ave., P. O. Box 501, Detroit 32, Mich.

Package Storage Unit



Package-unit vault conditioners in sizes for every cold storage vault according to individual plant requirements have been introduced by Reliable Machine Works, Inc.

The units are produced in sizes of 2, 3, 5 and 7 1/2 hp. and are equipped for simple connection to existing plant electrical and water lines.

According to Harold Friedman, Reliable sales manager, any size may be used in conjunction with the company's fumigation, ventilation and air-purification package units to provide a flexible system for complete fur and garment storage.

For additional information write Harold Friedman, Sales Manager, Reliable Machine Works, Inc., 238 Eagle St., Brooklyn 22, N. Y.

Divco Alumni-Van



Divco Truck Division of Divco-Wayne Corporation has just introduced a new truck called the Alumni-Van for the drycleaning and laundry industries.

The new forward-control truck features an all-aluminum cargo body, said to save weight without sacrificing strength; steel-enclosed safety cab, and the Divco multistop chassis, engineered for quality performance and economical operation. Divco claims the chassis is keyed to the requirements of start-stop route conditions and will last longer.

Additional information can be obtained by writing Divco Truck Division, Divco-Wayne Corporation, 22000 Hoover Rd., Detroit 5, Mich.

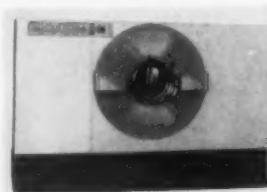
Unipress Pamphlet

A new folder describing six units for shirt finishing has been published by The Unipress Company and features explanatory illustrations in attractive spring colors.

The folder offers information on the Glide-O-Matic two-girl shirt finishing unit, the Unipress one-girl junior shirt and blouse unit, the Glide-O-Lectric one-girl shirt finishing unit, double sleeve, one-lay bosom, body and yoke press, and automatic folding table. Each unit is available in seven colors.

For a copy of the folder write The Unipress Company, 2800 Lyndale Ave. S., Minneapolis 8, Minn.

Prosperity Junior Unit



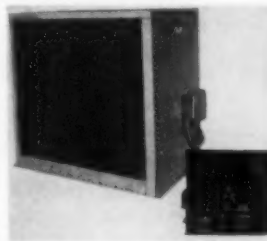
A new 40-pound cleaning unit, the Model 11-C, has been introduced by The Prosperity Company, a Division of Ward Industries Corporation.

The machine features a low, narrow, streamlined cabinet which will be painted to match the decor of any cleaning plant. The maker also points out that the large 36-inch open-pocket cylinder provides rapid loading and maximum mechanical action.

Other features of the unit are a large-diameter loading door, dual motor drive, nylon plate filter, subfilter, atmospheric-type still and rapid brake stop. The Model 11-C was designed by Prosperity to meet the needs of the small plant operator and newcomers to the industry.

For more information write The Prosperity Company, Ward Industries Corporation, 701 Nichols Ave., Syracuse 1, N. Y.

Vic Solvent Chillers



A new line of packaged air-cooled solvent chillers, ready for immediate installation and operation, has been introduced by the Vic Manufacturing Company.

Available in five sizes up to 10 tons, these chillers are designed to cool and control the temperatures of both solvents and water. The manufacturer claims that chillers will cut down excessive filter pressure, increase soap efficiency, and add to the comfort of machine operators. Tests, Vic adds, have indicated that use of chilled solvent will end heat wrinkles, color bleeding and fading.

The chiller, requiring only an average of 15 square feet of floor space, is equipped with a large condenser for heat dissipation to keep the unit operating at maximum chilling ca-

New Finishing Machine Smash Hit at NID

"Can you imagine an all-in-one finishing machine that rolls sleeves, finishes sweaters, blouses and dress tops—with higher production, finer quality and at lower cost?" So spoke E. J. Berkelhammer, Sales Manager of United Brass Works, Inc., Randleman, N. C., as he referred to the Cindy Lou which was recently introduced at the Atlantic City NID Convention.

"Frankly, we were amazed and pleased at the enthusiastic trade acceptance for the Cindy Lou," he continued. "Visitors were particularly interested in the soft appearance and feel to garments finished on this new equipment. There's no 'pressed down', hard finish — and no chance of shine or stretch, regardless of fabric."

Quality work and higher production at lower cost are the important features. For example, the Cindy Lou can finish a sweater perfectly in only 15 seconds, or roll two sleeves in less time than one can be done on other machines. And, the shoulder is puffed in the same operation!

The versatile Cindy Lou costs less than any one of the conventional one-operation machines — and requires only two square feet of floor space. It is a quality piece of equipment, built for years of trouble-free service. Replacement parts are immediately available from United Brass dealers throughout the country.

It is reported that United Brass Works, Inc., Randleman, N. C., welcomes inquiries from interested parties.

THANKS! FROM Cindy Lou



UNITED

For complete information about how the revolutionary Cindy Lou can improve your quality, increase your production and lower your costs—see or call your nearest UNITED dealer or write today!

UNITED BRASS WORKS, INC., Randleman, North Carolina

Do this . . . and more . . . on one machine!



SWEATERS of all types are finished softer and in less time!



ROLLS SLEEVES twice as fast—puffs shoulder in the same operation!



DRESS TOPS look and feel better regardless of fabric!

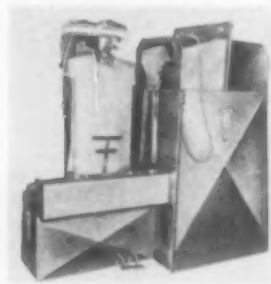


KNIT-CUFF JACKETS are finished quickly without stretching the cuffs!

capacity. Units are furnished with a self-contained recirculating water pump assembly complete with motor, and large high-volume, slow-speed fan.

For complete details and specifications, write to Vic Manufacturing Company, 1313 Hawthorne Ave., Minneapolis 3, Minn.

New Cabinaire Unit



The new Cabinaire cabinet shirt finishing press, featuring a built-in yoke finisher, has been announced by New York Pressing Machinery Corp.

This cabinet bosom press is part of a complete 2-girl shirt finishing unit and includes a cabinet sleeve, collar-and-cuff press, semi-automatic folding table and accessories.

Also available is the Economat unit consisting of the Cabinaire bosom and backer without yoke attachment to be used in combination with an automatic upright expansion sleeve and collar, yoke and cuff press.

The company adds that other equipment with recent improvements includes the Electra-Matic 1-girl unit and the Steam-O-Matic 1- or 2-girl air-operated unit.

For further information write New York Pressing Machinery Corp., 880 Broadway, New York 3, N. Y.

Nicholson Data Sheet

A new data sheet, describing the automatic self-balancing Master-Jet 480, cold perchloroethylene cleaning unit, is now being offered by W. H. Nicholson and Company.

The data sheet sets forth ad-

vantages of the new design which permits the operator to load the 48-inch open pocket without balancing load distribution. It also lists specifications, dimensions and capacities. Structural materials are identified in the information sheet, and there is also a description of auxiliary equipment, such as filter, pump, trap and controls.

For a copy of the data sheet write for Bulletin DL-50, W. H. Nicholson and Company, 12 Oregon St., Wilkes-Barre, Pa.

Vertical Boiler Bulletin

The Sellers Engineering Company has released a new pamphlet, Bulletin No. 5215, describing fully the advantages of the company's vertical Type H steam boilers.

Illustrated with diagrams and charts, the bulletin outlines the features of the Type H, its construction and operation.

To obtain a copy of the booklet write Sellers Engineering Company, 4876 N. Clark St., Chicago 40, Ill.

New Water Conditioner



Stiles-Karlsonite Corp. has introduced its newest water-conditioning product, Karlsonite, for use in an automatic Karlson Water Conditioner which connects to the water line.

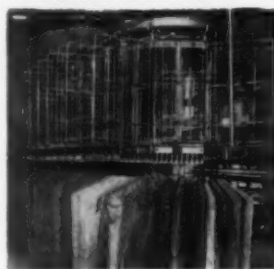
Karlsonite is a water-soluble, complex phosphate, nontoxic, that is said to permanently suspend and inactivate elements found in water that would prove harmful and damaging to commercial and industrial equipment. The Water Conditioner has no moving parts to wear out or maintain other than occasional replacement of the Karlsonite in a transparent plastic cartridge.

The manufacturer claims Karlsonite does not raise or lower pH in water, and is harmless to all metals. The unit is made in several capacities and has been tested to 1,500 p.s.i. pressures.

For additional information

write Stiles-Karlsonite Corp., 1550 Grand Ave., Waukegan, Ill.

Multipurpose Conveyor



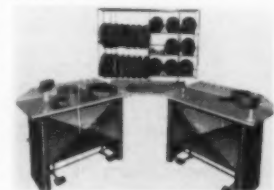
A new call-office storage conveyor for a combination of shirt bundles and drycleaning, both long and short bags, has been announced by Automatic Specialties, Inc.

According to Raleigh Murphy, president of the company, the new Shamrock Combi-Veyor will automatically bring the order by the shortest distance to any desired point, by using either the Auto-Dile or the Fone-Dile. It may be manually controlled by foot switches located at any desired points.

The Shamrock Combi-Veyor offers stainless-steel bearings with nylon tires, operating over anodized aluminum I-beam track. The steel supports are painted decorator colors of the plantowner's choice, and baskets are bright plated or painted flat black to contrast.

For further information write Automatic Specialties, Inc., 242 Walker St., S. W., Atlanta 3, Ga.

Hat Finisher Improved



A new hat blocking and finishing unit, the Master Hatter, has been introduced by the Excelsior Machinery Company.

The new model is said to offer many improvements on the former unit and enables operators to block and finish hats on a mass production basis with the quality and appearance of older, slower methods. Excelsior notes that the principle of running the hat over the steam iron has again been used in the new model and hatters are able to turn out 20 to 25 hats per hour.

The Excelsior system is said to be easily taught to operators and will prevent scorch, inside hat-band damage, shine and band marks, and help retain shape.

The Master Hatter, says the manufacturer, offers better construction features than the previous model, but utilizes the same frame.

Additional information and literature are available from Excelsior Machinery Company, 6175 Vermont, Detroit 8, Mich.

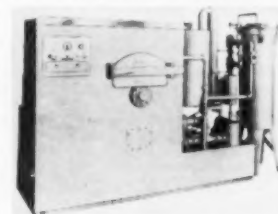
Gross Star Air Vac

The air vacuum machine being manufactured by L. Behrstock & Co. will be marketed under the name of Gross Star, a trade mark of Behrstock for the past 11 years.

Previously announced under another name, the vacuum unit is said to deliver two to three times the dry vacuum formerly achieved by other methods. The company said it decided to capitalize on the national acceptance of the name Gross Star and call its new unit the Gross Star Air Vac.

For more information write L. Behrstock Co., 1706 S. State St., Chicago 16, Ill.

Pantex Synthetic Machine



A new 35-pound synthetic solvent machine, the Pacer, has been introduced by Pantex Manufacturing Corporation.

According to the company, the single-bath Pacer offers improved cleaning with a full drop from an S-shaped cylinder partition and with combination spray and immersion action. The Pacer incorporates a positive direct drive that is said to avoid the need for gear reducers and friction clutch.

Marvin Green, Pantex vice-president, also notes that the machine is fitted with a Monel tubular filter and a fast-cycle sludge cooker. It is available with either manual or fully automatic controls.

For additional details on the Pacer write Pantex Manufacturing Corporation, Pawtucket, R. I.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

Signal ERASE Deodorant

*Eliminates Odors by Absorption
and Chemical Reaction*



1

Pour concentrate
into "use" bottle
to arrow



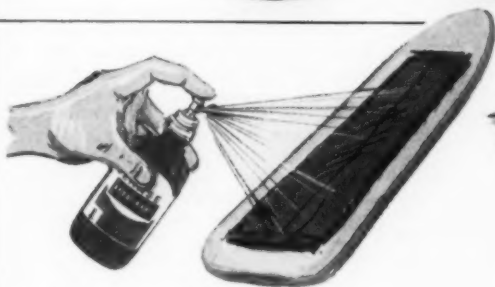
2

Fill "use"
bottle with
tap water

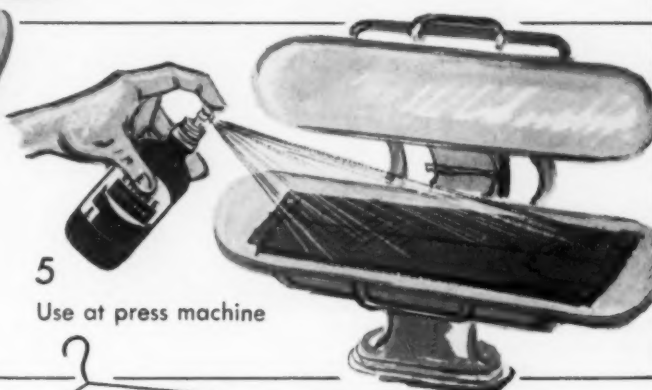


3

Put on new finger-
spray dispenser
and shake well

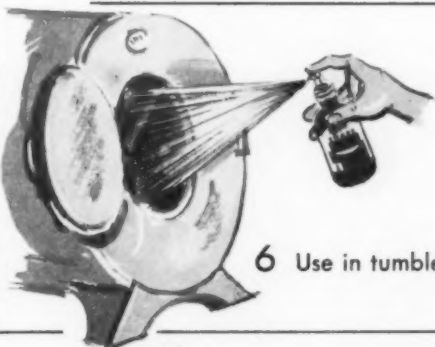


4 Use at Spotting board



5

Use at press machine



6

Use in tumbler

**Leaves
Garments
Fresh and
Odor Free**

Does not contain
masking perfumes
nor formaldehyde

One pack (1-12 oz. bottle
of Erase Concentrate and
Applicator bottle with
Spray Dispenser) Makes
15 bottles \$4.50

Four Pack (4-12 oz. bottles
of Concentrate-4 Applicator
bottles) \$4.25 ea.

Signal Chemical Mfg. Co., Inc.

5020 Richmond Rd. Bedford, Ohio

Write For
FREE
Booklet

NATIONAL Promotes Martin



JOHN J. MARTIN

The Business Papers Division of The Reuben H. Donnelley Corporation announces the promotion of John J. Martin to the post of general manager of The NATIONAL CLEANER & DYER and its sister publications, *Starchroom Laundry Journal* and *National Rug Cleaner*. Mr. Martin will continue as general advertising manager of the three publications.

Upon graduation from Lehigh University, Jack Martin joined the group in 1950. Serving in both editorial and administrative capacities before taking on the advertising post through which he is best known to the industries, he has acquired a well-rounded background in all phases of business paper publication and the textile maintenance field.

Colton Wins Washex Award



ERWIN S. COLTON

The Washex "Distributor of the Year" award was presented to Erwin S. Colton, Colton Ma-

chinery Company, Union, N. J., during the recent National Institute of Drycleaning convention in Atlantic City, N. J. The award was presented by Steven Landon, general manager of Washex Machinery Corporation, Brooklyn, N. Y.

The award is given annually to the distributor with the highest Washex equipment sales for the past year. Mr. Landon, in presenting the award of a Polaroid camera outfit, described how Mr. Colton has progressively increased his sales through correct evaluation of his prospects' needs, honest representation of equipment and by fair and sincere customer dealings.

Pantex Names O'Grady



JAMES R. O'GRADY

James R. O'Grady has been appointed division manager of a new division sales and service office in Detroit recently opened by the Pantex Manufacturing Corporation, Pawtucket, R. I.

The announcement, made by Marvin Green, Pantex vice-president and general sales manager, noted that the new Detroit Division will serve a territory including Michigan, Ohio and western Pennsylvania.

Mr. O'Grady joined Pantex recently, after more than 30 years experience in the field. He also served several terms as president of the Michigan Allied Trades Association and is now a member of its board of directors.

Atlas Warehouse Rebuilt

Reconstruction of a warehouse at Atlas Powder Company's Darco activated carbons

plant in Marshall, Tex., is currently under way following recent destruction of the building by fire.

The company announced there were no injuries in the fire and production equipment was not damaged. The loss was estimated at a quarter of a

million dollars, fully covered by insurance.

Atlas said deliveries to customers have not been interrupted as there were additional stocks of finished products in other warehouses in Marshall and elsewhere in the United States.

Eagle-Picher Opens Plant in Nevada



Completion of a new diatomaceous earth processing plant near Lovelock, Nev., has been announced by Glen J. Christner, vice-president and general manager of the Insulation Division of the Eagle-Picher Company, Cincinnati, Ohio.

Mr. Christner said that investment in this new plant and equipment approximates \$2,500,000 and represents the latest move in the company's diversification and expansion program. The new plant, he added, will engage solely in the manufacture of filter aid materials.

After locating and testing a large diatomaceous earth deposit just west of Lovelock

(above) the company placed the deposit under a long-term lease and has been carrying on heavy stripping and stockpiling activity for several months.

The Lovelock quarry and plant is the second diatomaceous earth facility operated by the Eagle-Picher Company in Nevada. The firm also is currently operating 21 plants in this country and Mexico and has important lead and zinc mining operations in six states.

Sales of Eagle-Picher filter aids will be handled by the Celatom Products Department in Cincinnati under the direction of Robert L. Shirley, national sales manager of that department.

New Equipment Distributing Company



Installers, Inc., a new firm of laundry and drycleaning equipment distributors in Los Angeles, Calif., recently held a grand opening and clinic which drew hundreds of drycleaners and laundrymen from all of Southern California.

The company was formed by a merger of M & M Sales and Service and Al Korey and Associates, formerly operating as individual distributors. The new management, composed of Al Korey, Sam Gerber, Howard McInnis and Don Nair, has an-

Simplicity in steam traps can effect big savings in parts inventory and maintenance time

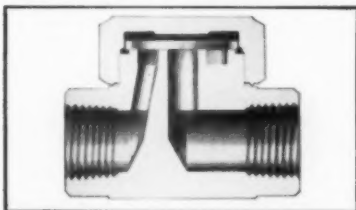
by John W. Ritter, Test Engineer
SARCO Company, Inc.

The function of all steam traps is to release condensate and prevent steam loss. However, the method of trapping can make a great difference in cost and effectiveness.

In the Sarco Thermo-Dynamic Steam Trap, the method is fundamental. Air or condensate entering the trap must flow from the inlet tube, radially across the underside of the disc valve, to the outlet. The space between the inlet tube and the disc forms a nozzle in which the static pressure energy of the incoming fluid is partly changed to velocity across the underside of the disc, with a resultant *decrease* in pressure. (This will be recognized, of course, as the Bernoulli Principle.) Use of this fundamental method means reliability in operation.

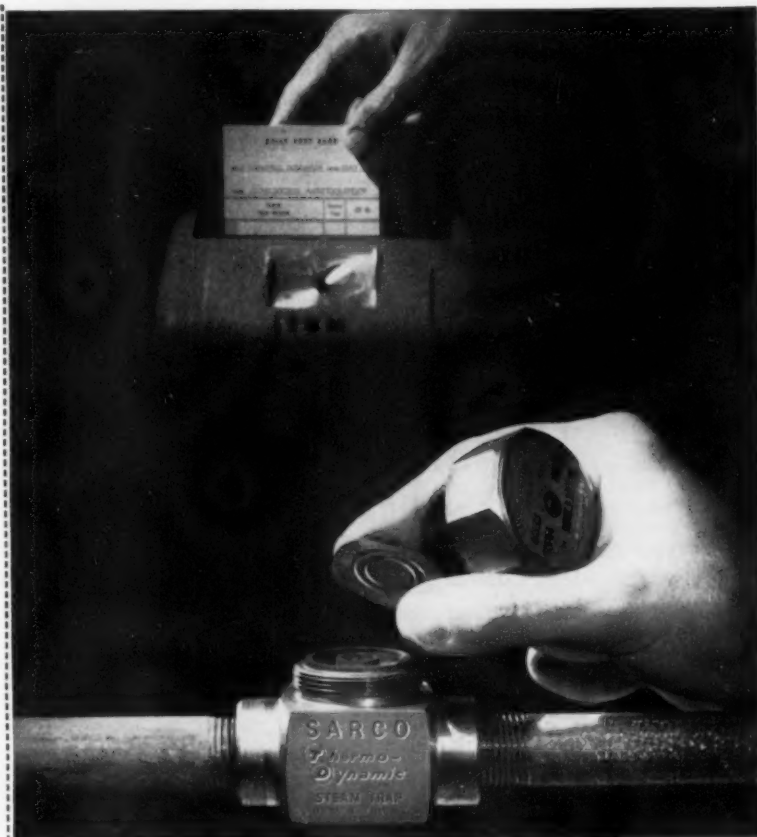
As the high velocity fluid jet strikes the side of the upper chamber, some recompression takes place, so that the pressure above the disc becomes greater than the pressure below it. The pressure reduction under the disc and the pressure recovery above it depend on the internal energy of the fluid. As the condensate above nearly approaches steam temperature, its internal energy is enough to overcome the upward force at the inlet tube and the disc snaps down in the inlet tube, which is the inlet valve seat.

Simultaneously, the disc also seals the outer ring, which isolates the space above the disc from the outlet. The disc valve is therefore held firmly against the inlet valve seat until the pressure in the control chamber is reduced by condensation. The upward force then exceeds the downward force and the disc valve opens.



This 3-part Sarco TD Steam Trap has only one moving part—the hardened, polished stainless steel disc.

No other trap uses the velocity of the fluid to operate the valve or uses the recompression of the flowing fluid to trap the valve closed and to hold it closed. When it closes, it closes tightly—no “operating steam” leaks out.



**40 seconds inspection time—
that's all it takes
for a SARCO TD Steam Trap**

Just back off the cap of a Sarco TD. Lift out its single moving part, the stainless steel disc. Wipe it off, and drop it back. No adjustment is ever required, at any load or any pressure in its range—from 10 through 600 psi.

The TD operates in any position, won't blow steam at any load. Small as a tee fitting, it can be installed in tight places. Its versatility and reliability cut cost of big replacement inventory.

Write for “Literature Kit 2A” today and get latest bulletins on the TD Steam Trap and other Sarco steam traps. Remember that Sarco can give you impartial advice on *Production Planned steam trapping* because . . .

5605 B

SARCO
COMPANY, INC.
635 Madison Ave., New York 22, N. Y.

Only Sarco makes all 5 types:
Thermostatic • Liquid Expansion • Float Thermostatic
Thermo-Dynamic • Bucket

STEAM TRAPS • TEMPERATURE CONTROLLERS • STRAINERS • HEATING SPECIALTIES



FAMOUS for a quarter of a Century



Suede and Leather Dyes and Finishes

"As a superior drycleaner you must assume responsibility for the suede and leather garments you accept from your customers."

DO YOU THINK YOU CAN QUALIFY to be a suede, leather and glove cleaner and refinisher?

Do you have the proper equipment and solvent that will permit you to clean and refinish suede and leather?

If you don't clean suede and leather garments correctly you can never finish them, no matter what dyes or dressings you use.

Is your cleaning room properly set up for suede and leather cleaning? Recent design changes in washers, plus charged solvent cleaning have been very beneficial to cleaners when working on fabrics. But some of these changes have eliminated the possibility of properly processing and cleaning suede and leather.

We can show you exactly what equipment you need to turn out quality. The kind of work that parallels your other services.

WOULD YOU LIKE TO BE a suede, leather and glove cleaner and refinisher?

If you are sincerely interested in adding this highly skilled sideline to your business you can do it easily. Simply send for a questionnaire in order to determine your eligibility to handle suede and leather in your plant.

You will also be interested in our "on the job" training which is held, at any time, in our Chicago plant. Advance reservations are necessary.

During July and August we will conduct a suede and leather school. Classes will be both practical (on the job) and theoretical.

We suggest you qualify your plant and make reservations well in advance. If you qualify there will be no charge for this course. Only qualified plant personnel will be accepted. Classes limited to 10 pupils per week.

KIRKPATRICK SPECIALTIES CO.

**7320 Melrose Avenue,
Los Angeles, California**

**1731 West Fulton Street,
Chicago, Illinois**

nounced it will be able to render service to the industry in all phases from engineering, plant layout, profit systems, installation, speed rails, new and remanufactured machinery to cabinets, counters and decoration.

Mr. Gerber, said to be the only licensed drycleaning instructor in California, will render added technical services.

Installers, Inc., is located at 2217 W. Beverly Blvd., Los Angeles 57, Calif.

participation in demonstrations by the men is scheduled to help clarify technical information and add to the interest of the courses.

Exchange Bank in Philadelphia and an independent financial consultant in that city.

Vic Offers Service School Classes



The Vic Manufacturing Company, Minneapolis, Minn., has invited all Vic jobbers and their servicemen to participate in the Service School classes held several times annually for five days.

The Service School was inaugurated two years ago to teach every phase of construction of drycleaning equipment.

Students actually participate in production-line work and classes are conducted by experienced teachers.

Among the subjects studied are proper operation of all Vic equipment, most profitable use of Vic equipment, and complete instruction on the repair and servicing of all Vic units. Visual aids are used and par-

Signal Chemical Adds to Factory

Additional warehouse and dock facilities have been added to the Bedford, Ohio, plant of Signal Chemical, it has been announced by R. J. Lusher, Signal president.

Mr. Lusher noted that acceptance of Signal products by the industry had made it necessary to build the extension which is expected to facilitate handling and warehousing. Work on the new building is almost complete.

Scattergood Elected

J. Milton Scattergood has been elected financial vice-president and director of W. H. Nicholson and Company, Wilkes-Barre, Pa., it was announced following a meeting of the board of directors recently.

Mr. Scattergood, who has been with the company since March 1958, was formerly an officer of the Girard Trust Com-

Maines Joins Davies-Young



ALMON F. MAINES

Almon F. Maines has been appointed technical and service representative in New England for the Davies-Young Soap Company of Dayton, Ohio.

A graduate of the National Institute of Drycleaning, Mr. Maines has for the past 12 years successfully managed various drycleaning operations and has extensive experience in the industry.

Southern Distributors Plan Educational Clinics

The board of directors of the Southern Distributors Council recently held a meeting at Memphis, Tennessee, to plan educational clinics and a scholarship program for members.

The purpose of the Council is to acquaint members and the trade with new cleaning and laundry equipment, new processes, techniques in sales

promotion and scientific data. Fifteen states are now represented in the Council, which was formed in August 1958.

The educational clinics will be known as "workshops" and will feature authoritative speakers. Harry Richardson of F. H. Ross & Company was appointed chairman of a committee for the scholarship program.

LCATA Honors Past President Butenschoen



A sterling silver tray, engraved with the names of members of the board of directors of the Laundry and Cleaners

Allied Trades Association, recently was presented to LCATA Past President Louis P. Butenschoen, left, in recognition of

meritorious service to the allied trades and the industry. Shown making the presentation is current LCATA President Wayne Wilson.

Du Pont Television Show of the Month

On May 25, over the CBS television network, E. I. du Pont de Nemours & Company will present its Du Pont Show of the month for May. As one of three 3-minute commercial segments, the company's message on drycleaning first used in December of last year will be repeated.

Du Pont reports its research shows the drycleaning commercial to be the most effective message ever run in the series. Seventy-three percent of the play viewers, as compared to the average of 52 percent, verified seeing the commercial. Sixty-four percent learned that the drycleaning industry has grown. Generally, the commercial was regarded by Du Pont research people as one of the most effective ever recorded in terms of over-all learning.

The national television publicity for the drycleaning industry is timed to coincide with a new wash-and-wear promotion

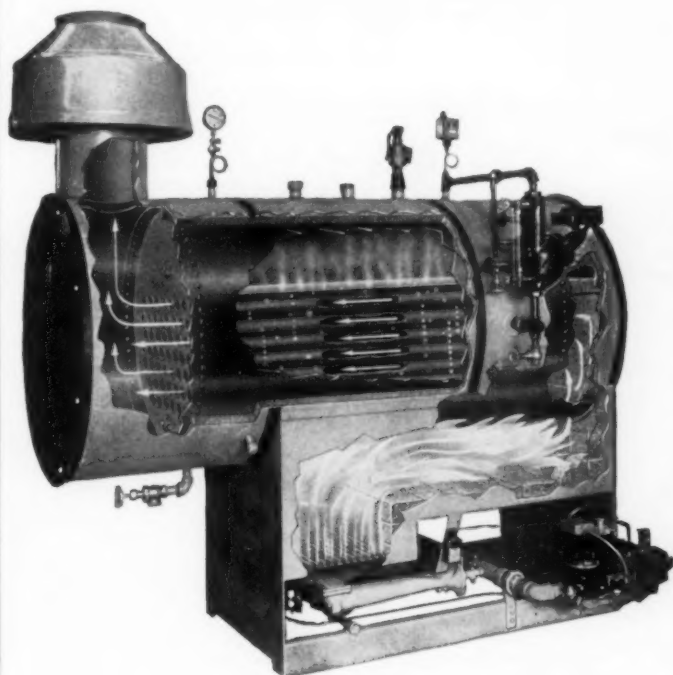
sponsored by Du Pont. Point-of-sale and other promotion materials available from Du Pont perchlorethylene distributors have been coordinated with the network TV effort. Further information on the spring-summer promotion may be obtained by writing to Electrochemicals Department, E. I. du Pont de Nemours & Co., Inc., Wilmington 98, Del.

Stamford Sales Aids



The Stamford Chemical Company has announced the issuance of a group of new promotional aids for its water-repellent Vivitex 100 Plus.

The advertising material is offered free with the purchase



GAS FIRED LATTNER HRT

See —

- the simplicity of design.
- the 10 sq. ft. heating surface per H.P.
- the quiet atmospheric gas burners.
- the simple control setup.
- the factory installed combustion chamber.
- the rock wool insulated jacket.
- an HRT boiler all in one piece.
- the boiler that "coasts" with the load.
- sizes 3 H.P. to 50 H.P.

Dealers Most Everywhere

P. M. Lattner Mfg. Company
Cedar Rapids, Iowa

COMCO

The Water Heater

engineered to give you

More Hot Water Per Dollar!

Here is a superior water heater designed especially for commercial installations where trouble-free hot water operation is a must.

Quick recovery provides more hot water and internal flue design gives economy of operation. The tank design combines strength with durability. The heater is hot dipped galvanized inside and out, including tubes, for rust and corrosion-free performance.

The unit is automatically controlled with General Controls. Easy access is provided to both controls and burner.

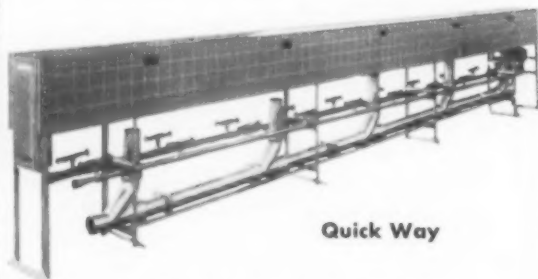
RATINGS:

COMCO 900 — 900,000 BTU per hour
COMCO 700 — 680,000 BTU per hour
COMCO 500 — 500,000 BTU per hour
COMCO 260 — 260,000 BTU per hour

One Year Unconditional
GUARANTEE,
Four-year Prorated
Approved by AGA & ASME
Laboratories



Save Money in Your Coin-Op Store



Quick Way

Prefabricated pipe and electrical unit installation for coin-op stores and laundromats. Completely enclosed with Marlite for long life and ease of cleaning. U.L. Approved.

Sold only through Authorized Jobbers

Eastern Representative: Henry O. Norton,
510 Prescott Rd., Merion Station, Pa.

Jobbers write today for details

COMMERCIAL HEATER CO., INC.

648 N. CALHOUN BOX 4525 FORT WORTH 6, TEXAS

of 5 gallons of Vivitex 100 Plus. The aids include button tags, test swatches, counter card and newspaper mat.

For more information write The Stamford Chemical Company, 45 Jefferson St., Stamford, Conn.

Ajax Annual Award Goes to German Distributor



The annual award for the outstanding distributor of the Ajax Pressing Machinery Company, Salt Lake City, Utah, was presented recently to Ludwig Mohr, managing director of E. & E. Peters, Hamburg, Germany.

The award, made in recognition of outstanding performance and dealer excellence to the firm's leading distributor in

the world, was presented by Nicholas L. Strike, Ajax general manager. The statuette was given to Mr. Mohr during the March NID Convention in Atlantic City, N. J.

Shown during the presentation are, left to right: John L. Strike, Ajax factory manager; Nicholas Strike; Mr. Mohr, and George L. Strike, Ajax sales manager.

Risdon Promotes Pearson to Sales Executive Post

Richard P. Pearson has been appointed assistant sales manager of the Wire Goods Division of the Risdon Manufacturing Co. of Naugatuck, Conn.

A member of the Risdon sales department for seven

years, Mr. Pearson will be responsible for sales of bulk and packaged safety pins, self-cover buttons and other packaged home sewing notions, formed wire specialties, and chain and plumbing specialties.

PEOPLE AND PLACES

SOUTH WEST



Zenith Cleaners & Launderers of Dallas, Tex., has announced the formal opening of its newest unit in Preston Forest Village. Robert K. Bertucci and James F. Milholland, president and vice-president, respectively, officiated at the opening where Senora Liana Cullen de Zorrilla, wife of the Mexican consul at Dallas, conducted a drawing for a mink stole.

T. A. McMillan has purchased Popular Cleaners, W. Dale Ave., Winters, Tex., from Dee Belew.

Mr. and Mrs. Truman Tindell are the new owners of City

Cleaners, Kerens, Tex., which was closed last September when the previous owners, Mr. and Mrs. Joe Arnetts, moved to Waco.

D. P. Morrison has opened a new drycleaning establishment on W. Pierson Blvd., Desert Hot Springs, Calif.

Thrift-D-Lux Cleaners has opened a branch at 2627 Saturn Ave., Huntington Park, Calif. Thrift-D-Lux maintains its head office at 1701 W. Glendale Blvd. in Los Angeles.

Mr. and Mrs. Jim Newman and Mr. and Mrs. Barney Sharpe are

TAPERED 'Protector-Pak'

QUALITY PLASTIC DELIVERY BAGS for
WEDDING GOWNS - FORMALS

PREVENT WRINKLING... CRUSHING!

Protect all wide-bottom gowns by delivering in TAPERED 'Protector-Pak' Bags! Style DWG: 75" long with 24" CONTOUR shoulder TAPERS out to 36" bottom. Keeps gowns wrinkle-free when delivered.

1-Doz. Pkg.\$5.95 8-Doz. Ctn.\$44.95
*F.O.B. Akron



AVAILABLE AT LEADING JOBBERS OR WRITE
The Louis Miller Co., 405 E. Market St., Akron, Ohio

the new managers of Cove Cleaners, Orange, Calif.

Laura's Quality Cleaners has been established at 279 S. Baldwin Ave., San Mateo, Calif.

Westmoreland Star Cleaners celebrated the opening of its new plant at 201 S. Washington, Marshall, Tex. The firm is owned by Dare Westmoreland and his son, Aubrey.

C. E. (Ed) Stringer has purchased Carter's Cleaners, 220 Market St., Winnsboro, Tex., and will operate it as Stringer's Cleaners.

A grand opening was held recently at Marsh Manor Cleaners, Menlo Park, Calif., by Ray Herbach.

Elsinore (Calif.) Dry Cleaners & Laundry has been purchased by Dick Spratt from R. L. McAdams.

American Cleaners and Laundry has been moved to a new building at Monterey St. and Johnson Ave., San Luis Obispo, Calif.

Bill Williams and Mrs. Lillie Evans have opened Service Cleaners, 400 W. Central, Comanche, Tex.

Drive-In Cleaners, Lampasas, Tex., owned by Prentice Wright, has been moved to a newly remodeled building at Fifth St. and Key Ave. The firm, formerly on Ford St., will be operated as Modern Cleaners.

Remodeling at Willows (Calif.) Drive-In Cleaners, W. Sycamore and Shasta Sts., was completed recently. Ted Hoggard, owner, also owns and operates Orland Cleaners.

Grand Cleaners, Houston, Tex., has purchased property on Post Oak Rd. for construction of a new drycleaning establishment.

A three-day open house was held recently at Plaza Cleaners and Laundry, 3571 Century Blvd., South Gate, Calif. The firm is owned by Norman Bineberg.

Mr. and Mrs. Jewell Elza have purchased Clark's Cleaners on N. Fifth St., Floydada, Tex., from Mr. and Mrs. L. L. Clark.

Nu-Way Cleaners 4544 McKinney, Dallas, Tex., owned by Frank Brannon, has been remodeled and new equipment installed.

SOUTH EAST



P. N. Plylar, president of Utopia Cleaners of Birmingham, Ala., has announced plans for two new drycleaning plants, one in the Mountain Brook area and one in the Five Points West area. Mr. Plylar is president of the Alabama Laundry and Dry Cleaners Association and also a director of the National Institute of Drycleaning.

William E. (Billy) McElroy has purchased Kinsey Cleaners in Monroe, Ga. The establishment will be operated as Monroe Dry Cleaners and Launderers.

City Cleaners, McCord Ave., Albertville, Ala., has discontinued operations as a result of a recent fire. J. M. Stephenson,

A MESSAGE TO THE DRY CLEANER:

Recently the Garment Dyers Guild of America embarked on a nationally conducted drive to alert the public to the various savings which can be effected through redyeing.

There are millions of articles in homes stored in closets, items too good to discard and yet not used because wear or partial loss of color has made them unattractive. Most of these items can be rejuvenated through redyeing to give a fresh appearance and added useful life.

Typical items for redyeing are: wearing apparel, drapes, couch cover sets, blankets, shag and regular rugs. The redyeing process obviously saves a fortune in replacement costs to householders.

The dry cleaner is the all important cog, in that it is through the cleaner that items for redyeing are gathered. It is the cleaner who can suggest redyeing of that article which lies dormant. It is the cleaner who can advise the customer that redyeing is necessary when the cleaning process can no longer perpetuate satisfactory useful life of an article.

"Dyeing Saves Buying."

Send garments for dyeing to:

ALMORE DYE HOUSE

DYEING is our ONLY Specialty

4412 Wentworth Ave.,
Chicago 9, Ill.

Leon Teichner, President

Continuously in business
since 1919



... the dyeing name of undying fame



STANDARD SCALE BASKET

16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping. **\$69.50**

Replacement Liner
\$ 4.95

ECONOMY HANGING SCALE

Ideal Scale for selling service by weight. Heavy gauge metal basket. Attractive scale graduated to pounds and half pounds. Approved by Dept. of Weights and Measures. Capacity up to 100 lbs.

Scale and basket as shown **\$39.75**

With stand add\$15.00

Scale alone\$18.00

Basket alone\$22.00



Sold through all Drycleaning & Laundry Jobbers.

NEWHOUSE SPECIALTY CO., INC.

3827 San Fernando Road, Glendale 4, Calif.

Are YOU missing
this juicy

PLUS

volume
AND
profit?

There's BIG PROFIT in DYEING thru GENERAL

No investment. No overhead. Extra customer satisfaction and good will. 25 years growing nationwide service, all under one roof. All work fully guaranteed.

7 Profit-making Extras for YOU!

1. DYEING—garments and household goods—fully or semi-finished
2. RUGS—cleaned, dyed, finished. Any size rug or carpet, any grade of finish
3. RE-WEAVING—invisible repairs of cuts, tears, burns, moth damage
4. LEATHER—suede and leather cleaning, dyeing, finishing
5. STORAGE—refrigerated, moisture-controlled vaults for furs, woollens
6. PILLOWS—cleaned and renovated—fluffed, sterilized, deodorized
7. FURS—cleaned and revitalized by furrier method. Not drycleaned

FREE! Write today for handsome
brochure and confidential whole-
sale prices



General Dyeing Co.

818 DORMAN ST., INDIANAPOLIS, IND.

43 YEARS with the
DRYCLEANING INDUSTRY

INSURANCE AT COST!

**NATIONAL INDEMNITY EXCHANGE
NATIONAL FIRE INSURANCE EXCHANGE**

3820 WASHINGTON BLVD. • ST. LOUIS 8, MISSOURI

owner, announced that he will continue with his diaper service business at 36 Second St.

Ernest Kilgore has purchased a drycleaning establishment in Monroe, Ga., and will operate it as Kilgore's Cleaners.

Stanley's Cleaners of Jacksonville, Fla., has purchased Kenney's Cleaners in Green Cove Springs, according to M. T. King, owner.

Elmer L. Broyles has purchased Highland Avenue Cleaners, 625 Highland Ave., N. E., Hickory, N. C.

Society Cleaners, 406 E. Main, Ahoskie, N. C., has been remodeled and new equipment added, according to owner Percy Minton.

New equipment has been installed at Cash & Carry Cleaners, Jasper, Fla., according to C. D. Barker, manager.

A storage vault has been added at Nu-Way Cleaners, 1022 W. Reynolds St., Plant City, Fla., it has been announced by W. E. Britt, owner.

Sno-White Cleaners & Laundry has been opened at 511 S. Elm St., Greensboro, N. C., in the building formerly occupied by Barker Cleaners.

B & W Dry Cleaners, 1283 Oconee St., Athens, Ga., has installed a modern automatic conveyor system. The firm, owned by Wesley E. Whitehead, has other locations at 493 Prince Ave. and 1653 S. Lumpkin St. at Five Points.

NORTH EAST



Edward Carr, owner of a drycleaning establishment at 29 Main St., Madison, N. J., has been granted permission for construction of a new building at 326 Main St.

Crossroads Cleaners has been opened in a recently completed shopping center at Routes 9A and 100 in Briarcliff, N. Y.

Gilman's Cleaners, Dolson Ave., Middletown, N. Y., has expanded its facilities to include a new shirt laundering service. Louis Dlugatz is the proprietor.

John Tisiker, owner of Palmer-ton (Pa.) Dry Cleaners, which was obliged to move from its former location, has reopened the business in a new building on Towamensing Rd.

Standard Cleaners plans to open a new drycleaning establishment at 1158 Dixwell Ave., Hamden, Conn.

An open house was held recently at Fabulous Cleaners & Launderers, 25 Central Park Rd., Plainview, N. Y.

Construction has begun on an extra unit at the new North Gate Shopping Center, York, Pa., to house New Way Dry Cleaning Co.

Alpine Drive-In Cleaners, Inc., has been opened at 1701 Springfield Ave., Maplewood, N. J., by Jack Sikel and Stanley Brezin.

More than 1,000 persons toured McDowell's Dry Cleaning Co.,

GARMENT RETAINER

An Inexpensive, Deluxe Service that brings in new customers. Maintains lapel roll with a "just off the press" look. Easy to use any style coat. Brings customers back for more. Send for free sample.

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Jobbers send for attractive
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Coat Retainer Co.

137 Haggin St., San Antonio 10, Texas



Pat. 2641390

211 Walnut St., Ligonier, Pa., during an open house. Emmett McDowell, owner, disclosed that almost all new equipment has been installed.

Boston Cleaners and Shirt Refinishers has opened a branch at 100 Lackawanna Ave., Olyphant, Pa.

National Cleaners and Tailors, 133 Grove St., Montclair, N. J., recently celebrated its twenty-fifth anniversary. Joseph Jesraly is president of the firm.

A three-day open house was held recently at Rockwell Quality Cleaners, 126 S. Raleigh St., Martinsburg, W. Va., for the enlarged and remodeled headquarters of the firm. L. A. Rockwell is now observing his thirty-eighth year in business.

Wallkill Dry Cleaners has been opened on Wallkill Ave., Walden, N. Y., by Fred L. Earl.

Louis Matilsky and Jack Mayo have opened Stylon Cleaners, Baldwin, N. Y.

DOMINION of CANADA



A grand opening was held recently at Brite Way Drive-In Cleaners and Shirt Launderers, Selkirk and Arthur Sts., Fort William, Ont.

Construction has started on a building at 241 Skinner, Nanaimo B. C., for establishment of a drycleaning concern for G. A. Fowler.

An official opening was held recently at Hughes-Maynard Cleaners, Blackmarsh Rd., St. John's, Nfld., by W. Maynard and T. Hughes.

New drycleaning equipment has been installed at Joyn's Cleaners, Plaunt St., Renfrew, Ont. The firm is owned by Jim and Dave Joyn.

NORTH WEST



Plans have been announced for the establishment of South Salem Cleaners at 3098 Liberty Rd., S. E., Salem, Ore., by Gary T. Adams.

Ervin Raymond has purchased Ellendale (N. D.) Dry Cleaners from his father-in-law, J. E. Ackerson.

Mrs. Louise Keenan has purchased Gladstone Cleaners, Portland, Ore.

Free cleaning of one green garment for St. Patrick's Day was a feature of the opening celebration held recently at Campus Cleaners, Ashland, Ore., owned by Larry and Phyllis Leigh.

NOW—YEAR ROUND SOLVENT TEMPERATURE CONTROL for synthetic or petroleum units WITH THE NEW IMPROVED BENTON SOL-TEMP*

ONE MINNEAPOLIS - HONEYWELL DUAL MERCURY SWITCH GIVES A 3 DEGREE VARIATION AT THE DESIRED SET TEMPERATURE.

HOLDS ANY TEMPERATURE AT A SET POINT WITHIN ONE AND A HALF DEGREES THE YEAR ROUND.

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- color bleeding
- stubborn heat wrinkles
- shrinkage in washer

REDUCES

- sizing destruction
- fire, explosion hazard
- solvent discoloration
- many filter problems
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Electric Controls
\$465.00*

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SALES



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New drycleaning equipment has been installed at Valley Cleaners, Sheridan, Ore.

New drycleaning equipment has been installed at Dave Levine Cleaners, 2086 W. Burnside St., Portland, Ore.

A grand opening was held recently at Coleman Cleaners, 620 Fairhaven Ave., Burlington, Wash., by Ray and Elma Coleman.

Cash's Cleaners held a grand opening recently in its new location on McLoughlin Blvd., Milwaukie, Ore.

NORTH CENTRAL



Free prizes and specials marked the grand opening of the new Melin Cleaners, 5539 N. Ashland, Chicago Heights, Ill. The celebration coincides with the fiftieth anniversary of the firm, founded by Meyer Melin.

the Potter Village Shopping Center, Fremont, Ohio.

Swan Super Cleaners, Columbus, Ohio, has opened its thirtieth unit, at Fishinger and Scioto River Rd. Andre Gelpi is president of Swan.

Ashburn Cleaning Shoppe, 8314 S. Kedzie Ave., Chicago, Ill., recently held a grand opening under the new ownership of Guenther Uhl of BelAire Cleaners.

Rose Drive-In Cleaners has been moved to new headquarters at 4700 Milwaukee, Chicago, Ill.

The merger of Nu Life Cleaners, Inc., Madison, Wis., and Spotless Laundry and Cleaners was announced by William C. Williamson, Jr., president of Nu Life, and Coleman Slavney, president of Spotless.

Town and Country Cleaners, Gaylord, Mich., has been established by Beeman Simmons.

Northway Cleaners, 7501 W. Irving Park Rd., Chicago, Ill., has completed the first phase in its projected modernization plans for 1959.

Tuchman Cleaners, Indianapolis, Ind., has added shoe-repairing service, according to an announcement by Sid Tuchman.

New equipment has been installed at Bert's Cleaners, 9304 Lyndale Ave., Bloomington, Minn.

An open house was held recently by Earl Bell at Johnstown (Ohio) Cleaners to celebrate installation of new equipment.

Donald Stevens and Richard Dolbeer have opened Logan (Ohio) Cleaning and Laundry Co., 121 W. Chillicothe Ave.

Decorah Dry Cleaners has been opened at 930 S. Fourth Ave., West Bend, Wis., by Arthur A. Krueger.

Kaufman Cleaners is among the firms scheduled to be opened in

A new drycleaning establishment has been opened at E. Fifth and Washington Sts., East Liverpool, Ohio.

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All Workmanship Guaranteed.
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 119-10 Merrick Boulevard, Jamaica 34, New York



OBITUARIES

George E. Bowdoin, former executive vice-president of U. S. Hoffman Machinery Corporation, New York, died Wednesday, March 4. Mr. Bowdoin was a former vice-president of the Laundry and Cleaners Allied Trades Association, and served for four years as a director of the association. As a colonel in the U. S. Marines with a distinguished service record in the Pacific area, he was buried with full military honors in Arlington Cemetery on March 6. Mr. Bowdoin is survived by his wife.

Samuel Paul Bowers, 74, operator of Bowers Dry Cleaning Co., Canton, Ohio, died recently. Born in East Liverpool, Mr. Bowers was a resident of Canton for fifty years and had operated the drycleaning establishment for thirty years. Survivors include his wife, three daughters and two sons.

Abraham Goldstein, 69, operator of Rising Sun Cleaners, Philadelphia, Pennsylvania, died recently. Mr. Goldstein is survived by his wife, a son and daughter.

M. J. Hannah, 69, partner with his son, James, in Parrot Dry Cleaners, Louisville, Kentucky, died recently. Also surviving Mr. Hannah are his wife, three other sons and two daughters.

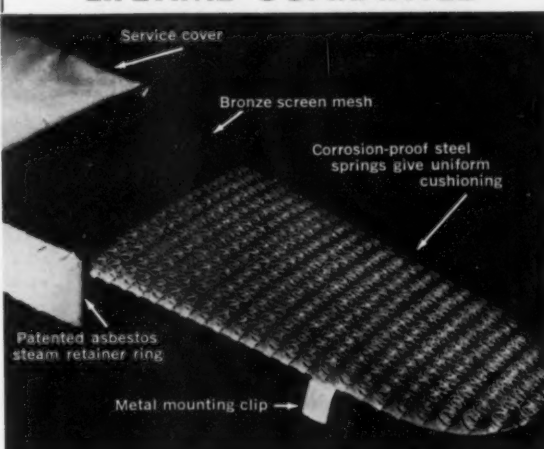
Hugh J. Kerley, 49, operator of King Kerley Dry Cleaners, Falls Church, Virginia, died recently. Mr. Kerley was a graduate of the National Institute of Drycleaning. He was a former vice-president of the Northern Virginia Dry Cleaners Association and past president of the Kiwanis Club of Falls Church. Surviving are his wife and mother.

Gilbert Lindsay, owner of the Cheboygan (Michigan) Drycleaning Company, died recently. Mr. Lindsay was president of the Cheboygan Rotary Club, and for the past several years was home service officer of the Cheboygan County Chapter of the Red Cross.

Benjamin S. Luterman, 56, former operator of Westpark Cleaners and Dyers Company, Frankford, Pennsylvania, died recently in Miami Beach. Mr. Luterman had lived in West Hollywood, Florida, for the past ten years. Surviving are his mother, a son and daughter.

Robert MacKay, owner of Anderson's Cleaners, La Verne, California, died recently following a brief illness. Mr. MacKay was a member of the Vermont Square Masonic Lodge in Los Angeles. Surviving are his wife and daughter.

LIFETIME GUARANTEE



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 Spring Cushion for Drycleaning Presses
 Permanently resilient—can't bake or pack down!
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Plants all over the U.S. are showing handsome savings with the Bussard Muck Bag.

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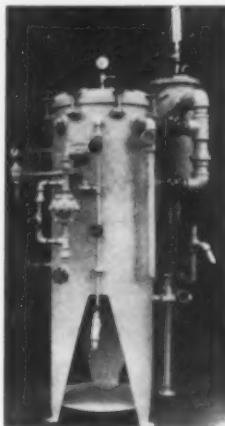
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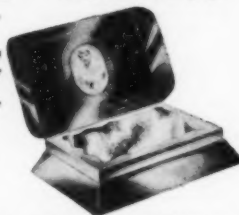
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Metallic foil chest comes complete with

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Main and Maple Streets

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John Hunter McCloy, 53, owner of McCloy Cleaners, Victoria, British Columbia, Canada, died recently. Mr. McCloy was a member of BPOE Lodge No. 2. Surviving is his wife.

J. Stanley Wilson, 57, owner of Stanley Cleaners and Wilson Cleaners in Grand Rapids, Michigan, died recently. Mr. Wilson was a member of the West Side YMCA, Elks Lodge, Maccabees, Travelers Protective Association and Kent County Conservation Club. Surviving is his wife.

ANNUAL CONVENTIONS

May 7, 8 and 9—Laundry Owners and Dry Cleaners Association of Montana, Southern Alberta and Northern Wyoming, Finlen Hotel, Butte, Montana.

May 14, 15 and 16—Idaho Launderers and Cleaners Association, Rogerson Hotel, Twin Falls.

June 6 and 7—Southern Laundry and Cleaners Association, Holiday Inn, Memphis, Tennessee.

June 11, 12 and 13—Mid-West Cleaners & Launderers Convention and Exhibition (Kansas Association of Cleaners and Launderers and The Associated Cleaning & Laundry Services of Missouri), Hotel President, Kansas City, Missouri.

June 17 and 18—North Carolina Association of Launderers and Cleaners, Inc., Robert E. Lee Hotel, Winston-Salem.

June 19 and 20—West Virginia Launderers & Drycleaners Association, Beckley.

June 19, 20 and 21—California Drycleaners Association, Claremont Hotel, Berkeley.

June 26, 27 and 28—Florida Institute of Laundering and Cleaning, Tampa Terrace Hotel, Tampa.

August 21, 22 and 23—Georgia Launderers and Cleaners Association, Inc., Atlanta Biltmore Hotel, Atlanta.

September 24, 25 and 26—New York State Launderers & Cleaners Association, Scaroon Manor, Schroon Lake.

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FITS EVERY HAND
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Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge—\$1.00 (new or repeat). Capitals or bold face type—double these rates.

Add five words if answers are to come to a box number to be forwarded by us. Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 10th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Rates for classified advertising are net. Classified advertising is not commissionable.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 305 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

FOR SALE—Small petroleum drycleaning plant, in central New York State. Now in complete operation, 2 extra outlets, living quarters, extra vacant lot next door. All this for \$10,000. Write for more details, if interested. **ADDRESS:** Box 8762, **NATIONAL CLEANER & DYER.** -2

CENTRAL ILLINOIS: ONLY PLANT IN TOWN OF 1,500 POPULATION. ESTABLISHED 14 YEARS, SAME OWNER. REAL ESTATE OPTIONAL. DOING \$12,000. OWNER HAS OTHER INTERESTS. ADDRESS: Box 8763, **NATIONAL CLEANER & DYER.** -2

Petroleum cleaning plant. Eastern Montana. County seat of over 2,000 population. Mostly cash-and-carry. Doing \$12,000 yearly. Ideal for couple—low overhead. Price \$8,000, \$5,000 down. Information **ADDRESS:** Box 8764, **NATIONAL CLEANER & DYER.** -2

MIAMI, FLORIDA. PETROLEUM PLANT. YEARLY VOLUME \$75,000. LONG-TERM LEASE PROPERTY. ASKING \$75,000. ADDRESS: Box 8779, **NATIONAL CLEANER & DYER.** -2

WESTERN MONTANA—Modern solvent plant in growing town, \$20,000 gross sales. Couple can net \$9,000. Cash necessary \$13,000. **ADDRESS:** Box 8781, **NATIONAL CLEANER & DYER.** -2

Complete solvent plant. Ideal location in northern Arizona. Long-established, lucrative business, with high potential for increase. 1958 gross \$26,000. Selling price \$15,000, one-half down, or \$14,000 cash. Owner retiring. **ADDRESS:** Box 8782, **NATIONAL CLEANER & DYER.** -2

Well-equipped cleaning plant. Cash-and-carry price. Plenty of parking, good prices. 4932 E. Thomas Road, Phoenix, Arizona. 8784-2

Denver, Colorado. Modern synthetic drycleaning plant, ideal situation for couple. Retail cash-and-carry. Excellent opportunity on small investment. For details write 4301 West 44th Avenue, Denver 12, Colorado. 8790-2

Petroleum solvent plant, in the heart of Wisconsin's dairyland—Green County. Ideal plant for a couple to operate with a minimum of help. Equipment and building in A-1 shape. Real estate and equipment alone easily worth asking price. Must be seen to be appreciated. **ADDRESS:** Box 8733, **NATIONAL CLEANER & DYER.** -2

Synthetic plant—complete, established 10 years. All cash-and-carry. City of 100,000, Northwestern New York. Excellent chance for a couple wanting to start in business. \$6,000 cash. For details **ADDRESS:** Box 8765, **NATIONAL CLEANER & DYER.** -2

Solvent plant in small Maryland city west of Baltimore—established 33 years—owner retiring. **ADDRESS:** Box 8767, **NATIONAL CLEANER & DYER.** -2

Men's hat store and shop. Fully equipped for manufacturing and renovating. Wonderful opportunity for cleaner and dyer who would like to get in the hat business. Real bargain. If necessary will dispose of equipment separately. Owner retiring. Bartellino Hat Works, 713 S. Kedzie Avenue, Chicago, Illinois. 8793-2

For sale. Modern synthetic plant, established 31 years ago by same owners. Manitowoc cleaning machine and Lattner boiler 2 years old, rest of equipment from 3 to 5 years old. All in fine condition. Owner's getting old, must retire, doctor's orders. Plant 35 x 35, sales office 26 x 29. This business can be bought right with or without real estate. It will pay you to investigate this fine buy. Address: Irwin L. Johnson, Owner, 111 N. Cherry St., Lancaster, Ohio. 8794-2

Petroleum plant doing yearly volume of \$140,000, well-established business with a good reputation for quality work. Located in northern New Jersey. Plant store, branch store and two routes. 75% cash-and-carry, equipped to turn out \$5,000 per week. Will sell with or without real estate. **ADDRESS:** Box 8795, **NATIONAL CLEANER & DYER.** -2

\$200,000 **ANNUAL VOLUME**, 4-store all cash-and-carry operation, includes 2 synthetic plants and 2 branch stores, all 100% drive-in or shopping center locations. Each store ultramodern designed and equipped. Long leases. Fastest-growing operation in Illinois. Will sell all or part. Owner should net \$60,000 annually on entire operation. \$10,000 to \$50,000 handles. **ADDRESS:** Box 8796, **NATIONAL CLEANER & DYER.** -2

FLORIDA OPPORTUNITY. Complete synthetic plant in fabulous shopping center near Miami. Ultramodern designed and equipped. All cash-and-carry. Long lease. Owner lives out of state, forced to sell because of management problem. Original \$30,000 investment, will sacrifice for \$19,000, \$5,000 handles. Terms. **ADDRESS:** Box 8797, **NATIONAL CLEANER & DYER.** -2

LOS ANGELES, BEVERLY HILLS AREA. COMPLETE 140 F SOLVENT PLANT, WELL-ESTABLISHED, 10-YEAR LEASE, AMPLE PARKING. \$48,000 ANNUAL SALES, \$29,500 PLUS INVENTORY. OWNER RETIRING. ADDRESS: Box 8798, **NATIONAL CLEANER & DYER.** -2

FOR SALE: MODERN SYNTHETIC CLEANING PLANT AND BUILDING located in Midwest, established in 1903 same location one owner. New supermarket opening across street, also free parking lot. Plant fully equipped, storage vault, truck, base price \$1.25. Reason for selling health. **ADDRESS:** Box 8799, **NATIONAL CLEANER & DYER.** -2

Due to ill health must sell assets of one-year-old modern 2-bath synthetic plant, rug and laundry equipment, 70 x 30 block building, large parking facilities. Business shown increase each week, showing profit. Fine potentialities for right person. Central Cleaners, Inc., 2 Morton Street, Jackson, Ohio. 8800-2

For sale: Well-equipped cleaner on West Coast, only one in town, room for expanding. Will sell on easy terms, due to health. Write Box 497, Port Orford, Oregon. 8810-2

FOR SALE—Sanitone plant located in Kansas college town. Same location past 25 years. Modern equipment, cold storage vault, gross over \$60,000 in 1958. Price \$25,000, one-half cash. **ADDRESS:** Box 8811, **NATIONAL CLEANER & DYER.** -2

SOLVENT PLANT AND SHIRT LAUNDRY. 12 ultramodern drive-in branches. Largest most progressive cash-and-carry operation in St. Paul, Minn. Suits, plain dresses, \$1.59 and up, etc. \$400,000 annual volume—\$50,000 handles. **ADDRESS:** Box 8812, **NATIONAL CLEANER & DYER.** -2

Petroleum plant volume over \$150,000, plus shirt laundry and cold storage vault. Plant store does over \$40,000 volume, routes and stores the rest. Good prices excellent reputation. Modern equipment located in New York State. Terrific opportunity. Can be purchased with or without real estate. **ADDRESS:** Box 8822, **NATIONAL CLEANER & DYER.** -2

Retiring because of old age. Will sell our beautiful cleaning plant and laundry, gross annually \$30,000, 90% cash-and-carry. Will sacrifice to a good operator who has \$8,000 cash to pay down. The finest and best growing location in the Northwest. **ADDRESS:** Box 8823, **NATIONAL CLEANER & DYER.** -2

BUSINESS OPPORTUNITIES

\$30 PROFIT FOR ONE HOUR'S WORK! These are normal, usual earnings made by skilled carpet reweavers working on-location for homes, offices, institutions, insurance companies. We will show you this easy-to-learn work so you can make invisible repairs to small damages in rugs and carpets. Make burns, tears, cuts disappear. Save valuable floor coverings for customers, earn big profits for yourself. Details FREE. Write Carpeton, Dept. CD, 1201 W. Rosemont, Chicago 40, Illinois. 8694-11

SITUATIONS WANTED

Manager's position wanted in plant where 23 years experience is appreciated, where a future is secure. Strictly sober. ADDRESS: Box 8658, NATIONAL CLEANER & DYER. -5

Experienced spotter would like position as cleaner, spotter, in small to medium-sized plant that has washer-extractor unit. Have managed plants, sober, family man. Something secure, permanent. ADDRESS: Box 8714, NATIONAL CLEANER & DYER. -5

Spotter or manager, New York City or suburban area. Honest, willing, hard and able worker. ADDRESS: Box 8778, NATIONAL CLEANER & DYER. -5

Expert silk and wool spotter. Thoroughly experienced in all phases of high quality drycleaning and production. Age 50, 27 years of experience. Desires steady position. Good references. ADDRESS: Box 8786, NATIONAL CLEANER & DYER. -5

GENERAL MANAGER, age 38, desires challenging position with future. Capable of handling large volume plant. Extensive experience in all phases of chain store operation including personnel management, sales promotions, new site selections. Years of proven experience in plant production and route building. ADDRESS: Box 8805, NATIONAL CLEANER & DYER. -5

Job with a future—experienced cleaner and spotter who can train wool as well as silk finisher. Working toward managing plant. Must start in spotting and cleaning position. Southwest Florida. ADDRESS: Box 8806, NATIONAL CLEANER & DYER. -5

ARE YOU LOOKING for a graduate cleaner, spotter and chemist with 20 years experience for the position of working foreman? I can help you. Frank Mikan, 1474 New Street, Muskegon, Michigan. 8807-5

Supervisor experienced in quality finishing, training, knowledge of cost versus production, also experienced in personnel problems. ADDRESS: Box 8808, NATIONAL CLEANER & DYER. -5

Position wanted in large or small synthetic or petroleum plant. Experienced in all phases of drycleaning and management, spotting, etc. Recently completed three years as drycleaning manager for large concern in the New York area. ADDRESS: Box 8809, NATIONAL CLEANER & DYER. -5

WORKING DRYCLEANING PLANT MANAGER, A-1 spotter, 26 years heavy experience in all phases, synthetic or petroleum. Age 44, wants steady position. ADDRESS: Box 8816, NATIONAL CLEANER & DYER. -5

QUALITY AND PRODUCTION laundry and drycleaning **MANAGER**, twenty years experience, married, sober, best references. Salary \$150 per week. Position must be permanent. ADDRESS: Box 8817, NATIONAL CLEANER & DYER. -5

Wanted—position in allied trades doing research, service, training personnel or trouble shooting. 20 years experience. ADDRESS: Box 8818, NATIONAL CLEANER & DYER. -5

Assistant manager, age 33, of large petroleum and synthetic plant would like position as manager. Fourteen years experience in all phases of drycleaning. ADDRESS: Box 8824, NATIONAL CLEANER & DYER. -5

Position as manager or superintendent of quality drycleaning plant. Years of experience and can give the best of references as to my character and ability. Expert spotter. Middle West preferred. ADDRESS: Box 8825, NATIONAL CLEANER & DYER. -5

HELP WANTED

OUTSTANDING OPPORTUNITY for a young ambitious man who wants his own business. Must possess high management ability, knowledge of all phases of the laundry and drycleaning industry and experience in cost and quality control. Applicant must be capable of assuming full responsibility of plant doing \$400,000 annually. Owner wishes to retire. Excellent starting salary plus a profit-sharing plan whereby the right person can buy part ownership without a down payment, with the possibility of gaining full control on a ten-year plan. Plant located in the Middle West. Only men of high caliber need apply as all replies will be carefully screened. In replying give full information about yourself including marital status, education, experience, references and photo. All replies confidential. ADDRESS: Box 8741, NATIONAL CLEANER & DYER. -7

Manager with previous ownership experience and desire for future ownership in modern medium-size drive-in drycleaning plant. Located in suburb of Washington, D. C. Good pay plus bonus. ADDRESS: Box 8775, NATIONAL CLEANER & DYER. -7

LAUNDRY and DRYCLEANING MANAGER for well-established firm. Must have high management ability, knowledge of all phases of the industry and experience in cost and quality control. Applicant must be capable of assuming full responsibility of plant doing \$40,000 annually. Very good starting wage plus a profit-sharing plan whereby the right person could gain part or full ownership without a capital investment. Only men of high caliber need apply as all replies will be carefully screened. Give full information about yourself in first reply including marital status, education, experience and references. All replies confidential. Please write Robert C. Evans, EVANS LAUNDERERS & CLEANERS, 1206 HARRISON STREET, DAVENPORT, IOWA. 8776-7

SALESMEN-DISTRIBUTORS WANTED

WANTED:—ALIVE SALESMEN . . . Leading Specialty House has several openings for full or part time salesmen. Ideal sideline for chemical or machinery salesmen . . . High Commissions . . . Protected Territory . . . Excellent fast selling products. ADDRESS: Box 8819, NATIONAL CLEANER & DYER. -14

EQUIPMENT SALESMAN: Must be top-notch and experienced. To cover Florida for leading distributor of national lines. \$10,000—\$15,000 net on straight commission. Give all details in confidence. ADDRESS: Box 8820, NATIONAL CLEANER & DYER. -14

EXTRA LARGE PROFIT for your salesmen by selling well-established all purpose spotter. Samples and literature available to bonafide distributors. Better investigate this one. Industrial Specialties Co., 261 Wayne Avenue, Dayton 2, Ohio. 8821-14

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IN TROUBLE? Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charges light. HUBBARD TEXTILE CONSULTING BUREAU, RT. 3, CHARLOTTESVILLE, VA. 6040-25

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MACHINERY FOR SALE (Cont'd)

IMPERIAL CLEANING MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, N. Y. EV - 9-6585, has Sec-O-Matic synthetic unit with solvent saver—Mercury—140F unit—60 lb. Automatic unit—10 lb. Columbia unit. 8435-4

IMPERIAL CLEANING MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, N. Y. EV - 9-6585, has available laundry and drycleaning equipment from several modern plants. Price reasonable, with terms. Request availability list without obligation. 8436-4

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INVENTORY CLEARANCE: One Forse cabinet shirt unit, consisting of cabinet bosom, automatic sleeve, automatic folder, triple head and heated collar former. All steam-heated. Price—\$5,895. Still in original crates. Inspection invited. One—1400 G.P.H. Olson filter. Used two months. \$1,095. One—42 x 84 American late-type washer. 220/3/60. Rebuilt. \$2,475. One 6 HP. Fulton boiler—new—with return tank. \$995. One—drycleaning plant complete. One—30 lb. automatic American synthetic unit. One—30 lb. Detrex recovery drier. One—Cissell spotting board. One—Cissell steam-air finisher. One—Cissell three puffs on table. One—Lamson dryset—4B. Two—Hoffman XC05's. One—Hoffman legger. One—Hoffman topper. One—New Yorker silk press. Unit complete—\$7,575. Will not sell separately. **ADDRESS:** Box 8814, **NATIONAL CLEANER & DYER.** -4

Two—36 x 48 Zephyr washers. One Bower 3,000-gallon filter, one 75-gallon still. Two—tumblers, Hammond—glass door. Automatic. One—26" extractor, one 15 HP. Mund boiler. Electrical switches, all pipe included. This is a petroleum plant in excellent condition. 6 years old. Motor-driven. Write or call Chapco Distributors, 12713 Superior Avenue, East Cleveland 12, Ohio. Tel. ULster 1-2325. Can be bought at the right price. 8815-4

MACHINERY WANTED

WANTED—USED DETREX CLEANING MACHINES—any amount, any condition—30 lbs. or larger. **ADDRESS:** Box 8705, **NATIONAL CLEANER & DYER.** -3

Used semi-automatic shirt folder. Prefer—Forse or Prosperity. Send all details to French Cleaners, Inc., 366 S. Mt. Vernon Ave., Uniontown, Pa. 8813-3



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The Customers Always Write

Tips on Solicitations

To the Editor:

What can I tell people as I go door to door "cold canvassing"? Can you help me with that?

JOE WITSCHGER
Eastern Hills Cleaners
Cincinnati, Ohio

Canned talks are suggested for use with a door opener. Here's an example:

"Good morning, Mrs. X. Here's a present for you. It's a (rain cap—calendar). I hope this comes in handy and I hope you will also let us show you how good our drycleaning service is. You probably know that we, Eastern Hills Cleaners, pride ourselves on our quality work. We absolutely guarantee satisfaction or we don't charge you anything. With spring cleaning coming up, we offer many services you will need. We specialize in household cleaning, mothproofing of your winter garments, etc. By the way, do you have any cleaning you would like to send now?"

Then, if she asks any questions the routeman will answer them, of course. If she does not then give an order, he asks for her correct name and fills it in on a prospect card, making sure to get the initials and spelling right. He spells it back to her, thanks her and leaves.

We suggest the solicitation calls be followed up with a "thank you" letter.

—EDITOR

The Bare Facts

To the Editor:

A rather upset customer called a certain cleaner to complain that she could not put on a dress he had just cleaned. It was full of electricity and simply would not slip over her body. The girl who answered referred the call to the boss, who asked the customer to hold the line while he took the matter up with the head of the cleaning department.

This man is a sort of impatient and gruff person. He felt that the offender was not quite so much the dress as it might be the nylon slip or other undergarment the customer might be wearing. So he told the boss to tell the customer to try the dress over her bare skin or to wear a cotton undergarment. The boss hurried back to the phone and gave the customer the advice.

Within a few minutes the customer called again, to state that she had practically ruined her dress trying to get it over her bear skin rug!

Now this is a fantastic but true story. The moral is not to take anything for granted!

TOM TURCOTTE
Pawtucket, R. I.

Spotting Series in Demand

To the Editor:

It would be an understatement to say that I am an avid reader of your magazine. I appreciate it for the good it is doing the industry.

I am interested in obtaining some copies of the entire series "Spotting Made Easy" which appeared in NATIONAL last year.

I would like six copies of the series if this is possible.

WILLIAM C. MARZ, Vice-President
Wasatch Dry Cleaners, Inc.
Salt Lake City, Utah

The great demand for extra copies of this particular series has been unprecedented and our tear sheets are exhausted. Watch for the announcement of our completely new "Spotting Book."—EDITOR

Finishing Lapels

To the Editor:

I wish to let you know how much I appreciate your Manual on Wool Finishing. It sure has been a great help to me. I especially appreciate the tip on using a flannel pad while doing rainwear. It sure saves me lots of extra work with the iron.

However, I find it pays to spray out all rainwear with the water spray gun and let them hang until water is absorbed by the garment before steaming for a nice soft wrinklefree job. Also, I prefer to do the sleeves on

the bag sleeve for a nicer finish which especially looks well on car coats.

There is a problem I have with men's suit coats and overcoats which does not seem to be mentioned in your Manual. Some turn out with the lapel roll down below the top button and buttonhole so that they roll back with and become a part of the lapel. I would appreciate it if you can tell me how to correct this. I find that in some cases creasing the lapel hard for about 4 inches down from the gorge seam will help, also steaming the coat well and pressing the front very hard. But there are some where nothing seems to help. Would like to know what is the cause of coats getting into this condition.

Also, I would like to know if there is any way to make a lapel end just where one wants it to. I have had requests for such service.

ROBERT TAYLOR
Universal Dry Cleaning
Milwaukee, Wis.

The problem of getting a good roll on lapels is long-standing, due in part to the shaping of the inner liner on suits. There are two ways to overcome the problem. One is to hand-iron the lapels with a steam iron. Then there is another simpler way.

First, lay the lapel on the buck, top side up. Then apply head steam. Next, grasp the lapel with the right hand about one inch above the button from which the roll is to be made. Hold the top of the lapel with the left hand. Then, apply vacuum and draw the lapel toward you in a downward diagonal motion, applying taut pressure of the material against the edge of the buck. This will help set the roll in the proper place.—EDITOR

Values Certificate

To the Editor:

One of the finest things that has happened to me in my lifetime was to have received your certificate and recognition in the field of drycleaning. There are no words to express my gratitude and appreciation. Thanks a million! I would like very much to have another certificate so that I can place it in one of my drive-in stores. The cost does not matter.

JOSEPH SOLDANO
Universal Cleaners
Key West, Fla.

Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the drycleaning industry, your problems and your solutions to problems. Address:

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National Cleaner & Dyer
305 East 45th Street
New York 17, N. Y.

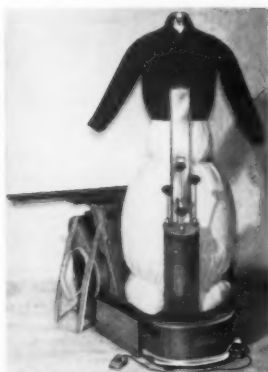
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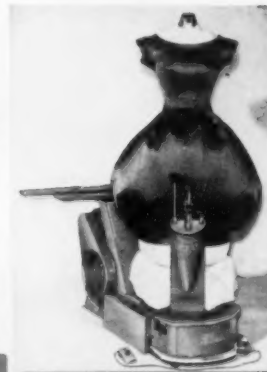
The Fashioner Model A-3 serves all the needs of wool finishing, PLUS the finishing of silks, sport shirts, short jackets, cotton wash-and-wear, heavy duck jackets...and many other items. Here is unequalled versatility that cuts finishing costs at the most expensive point in your operation.

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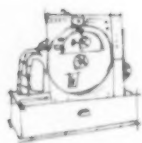
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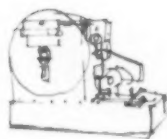
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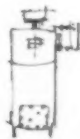
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Stills



Tumblers

*A term in common use meaning "the most, cool, stupendous, colossal. In short, WOW!"

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